

“The customer does not care what you know until he knows that you care.”

– Harvey Mackay
(Entrepreneur and author)

“The harder you work the luckier you get.”

– Joe Grimm
(The best sales manager I ever had)

“The better the job I do of taking care of my customers, the more money I make.”

– Alan Duncan
(The master of stating the obvious)

Customer Focused Selling

The purpose of this training is to improve the attitude, knowledge and skills of experienced salespeople and those new to the selling role. The course is highly tailored to the culture, values, products and services of the participants' company as well as to current market conditions.

The Modules

1. Initiating Business Relationships

- Customize your call or approach to gain attention and interest
- Earn the right to an appointment or to exchange information
- Respond confidently to customer disinterest

2. Using Questioning Strategies

- Understand the customer's buying process and priorities
- Qualify account potential, client authority and company resources
- Employ need-generation questioning strategies

3. Matching Customer Buying Styles

- Increase awareness of your natural or adopted selling style
- Read the customer's behavior, communication and buying style
- Adapt your style to effectively communicate and motivate

4. Added Value Selling

- Build a higher perception of value
- Differentiate yourself from the competition
- Establish powerful reasons for change

5. Handling Objections

- Resolve doubt and misunderstanding
- Outweigh customer dislikes
- Close without *negotiating away the store*

The Training

4 classroom hours per module

Learner focused and performance based

Interactive environment with frequent practice sessions

Manager coaching in applications and follow up activities

Optional two and a half day implementation or as a series of modules with practical application and coaching between training sessions

