

## High Performance Selling

Using our 5 Steps to High Performance Selling process, your sales teams will develop core skills, including building strong customer relationships, identifying and prioritizing customer needs, and presenting “win-win” solutions that satisfy both your customers and your organization. This process is learned experientially, with precise and focused sales coaching during group practice, which visible increases in confidence and competence of the participants.

### KEY OUTCOMES

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- Measurable increase in sales performance
- Sales professionals who are skilled at investigating customer needs
- Improved closing ratios
- Sales professionals who understand how to create “win-win” solutions that deliver the highest value for their customers and your business
- A motivated and focused sales team
- Team cohesion and idea sharing amongst the sales team
- Self-directed sales professionals
- Higher levels of self-confidence and assertiveness
- Highly engaged and engaging sales professionals
- Measurable increase in sales performance

### KEY FOCUS AREAS

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- How to model the qualities of the world’s most successful sellers
- How to build trust and strong customer relationships
- How to transform from a sales person to a sales professional
- How to avoid the 7 most common sales traps
- How to ask purposeful and focused questions
- How to effectively investigate the customers’ needs
- How to communicate “value” to the customer
- How to recognize customer mindset and “tune in”
- How to master the 5 Steps to High Performance Selling
- How to present the optimal solution with confidence and professionalism
- How to provide exceptional service

### TARGET AUDIENCE

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Both new and experienced sales people and sales managers working in a high-transaction environment with relatively short sales cycles

### PROGRAM DURATION

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2 to 4 days in-class or blended with our Achieve Excellence Sustainability System (spread over 12 months and includes specific focus on sustaining the sales excellence mindset and high performance selling skills.