

Strategic Selling Solutions

Reduce sales cycles, increase closing rates, and improve profitability.

This program is specifically designed for both new and experienced account managers and sales professionals selling high-price, high-value solutions in a longer-term sales cycle. These sales teams often face unique challenges and need to develop trust and strategic relationships with multiple stakeholders within their customer base.

Our Strategic Selling Solutions program is specifically designed to address these challenges and develop the sales mindset and strategic selling skills that are required to deliver sales excellence.

KEY OUTCOMES

- Improved closing ratios
- A self-driven and motivated sales team
- Superior skills at investigating the customer's prioritized needs
- A shift from "price focus" to "value focus"
- A shift from 'Vendor' status to 'Preferred Supplier' status to 'Strategic Partner' status
- Strong collaboration, innovation and ideas sharing
- Measurable increase in sales performance and profitability

KEY FOCUS AREAS

- How to understand the customer's mindset and the impact it has on the sale
- How to maximize the Strategic Selling Process to accelerate sales performance
- How to understand the entire sales process through the lens of neuroscience and use it for 'win-win' solutions
- How to use the priority investigation method to understand your customer's 'True Needs'
- How to shorten the sales cycle
- How to become your customer's strategic ally and supplier of choice
- How to identify opportunities
- How to strategically present the optimal solution with confidence, clarity and conviction
- How to advance the sale and secure the deal
- How to develop long-lasting business relationships with your customers
- How to increase sales performance and exceed sales targets

TARGET AUDIENCE

This program is specifically designed for both new and experienced account managers and sales professionals who are responsible for selling high-value solutions in a longer-term sales cycle.

DURATION

30 hours in live virtual sessions or 5 days on-site + optional 12 months with our *ACHIEVE* Online Sustainment System.

FORMAT

In live virtual sessions or on-site.