

*23 years of
challenging and
changing leaders*

Value

What people say -

"I realized that I was selling upside down by selling our suite of products before understanding the client's needs. I have now changed my approach to a consultative one; first understanding the needs and then delivering the solution!"

**Salesperson,
Biotechnology Industry**



Be Customer Centric

To maintain a highly competitive sales force, every interaction with customers must be conducted to either move an opportunity forward or improve the relationship. The *REAL Sales* program provides a powerful, repeatable structure that should be considered essential for anyone who interacts with customers.

REAL Sales helps salespeople better prepare for their time with customers. Sales organizations gain a framework to view the sale from the customer's perspective, build credibility, and collaborative solutions that create real value and help customers succeed.

REAL Sales supports organizations in their efforts to:

- Expand customer relationships and reach new decision makers
- Increase selling efficiency and improve opportunity forecasting
- Align the selling process with where customers are in their buying process
- Evaluate the appropriate stage for each opportunity in the sales process
- Define what different stakeholders value and tailor how to communicate value accordingly
- Further develop dialogue skills to uncover the customer's challenging issues and communicate positive business impact solutions
- Utilize tools that enhance the selling process, decision making, and customer dialogues
- Develop feedback and self-coaching skills to ensure ongoing development



REAL Sales Process



Enable Sales Management To:

- Identify where to best allocate resources, including their time, for customer meetings
- Ensure the sales process is moving forward with every customer interaction
- Professionalize the sales team by enabling consistent best-practice behaviors

Who Should Attend?

This program is right for any member of a sales team who regularly interacts with customers and prospects. This could include salespeople, account managers, business development, sales support, senior leadership and customer service.

Implementation and Customization

REAL Sales is typically a two-and ½ day on-site live program with a customized focus on practice and application to resolve relevant issues at the organization. Case scenarios and discussions are tailored to your organization's specific challenges and optional client specific case study can be developed. A representative cross-section of participants is interviewed prior to the workshop to surface key issues and ensure that scenarios accurately replicate the dynamics of current workplace situations.