

# Sales

Customer Focused Selling



1 or 2 DAY WORKSHOP

Take the mystery out of your salesforce performance. This workshop combines a skills assessment with targeted learning to help participants quantify and improve the skills needed to execute a strategic approach to selling.

## Learning Objectives

*By the end of this workshop you will be able to:*

- Understand the prospect's perspective and how to sell from their viewpoint.
- Quickly identify the characteristics and needs of people with different buying styles.
- Utilize effective listening and communication skills to guide conversations.

## Immediate Impact

- Improved sales performance through benchmarking and continuous development of your salesforce
- A strategic approach to selling that capitalizes on the talent and strengths of your sales team
- Increased sales conversion rates driven by the clear articulation of value and understanding of the client's viewpoint

## Expert Facilitators

This workshop is led by expert sales consultants around the globe. Our workshop facilitators are proficient in the PI workforce assessments, software, managerial workshops, and our proven sales methodology. With an average of 20 years of business and consulting experience, they help you optimize business impact and performance.

“

This workshop has allowed me to conduct my sales discussions and negotiations more systematically and with more confidence.”

Deirdre D., Sales Performance Manager  
Automotive

### Audience

- Account Executives
- Sales Representatives
- Business Developers
- Client Success Managers
- Sales Professionals

Contact your Customer Service Manager or Certified Partner for more information on scheduling a session.



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