

# Strategic Selling® with Perspective

## Program description

For more than 40 years, Strategic Selling® has helped sellers win more deals faster. With the addition of Perspective, **Strategic Selling® with Perspective** is the strongest selling process available. In a world of rapidly changing buyer expectations, your selling teams need to provide insight and value through Perspective in a strategic way. Create a path for your strategy to fuel action in complex sales cycles.

## Modality

 **2 days**

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 **5 hours**

## Languages

 American English, French, German, Italian, Japanese, Portuguese (Brazilian), Spanish (LATAM) / *Participant-facing materials only: Chinese (Simplified), Czech, Greek, Hungarian, Polish, Portuguese (European), Romanian, Russian, Turkish*

 American English, German, French, Simplified Chinese, Spanish (LATAM), Portuguese (Brazilian), Italian

 American English

▪ **Audience:** All salespeople, sales leaders, and sales support

▪ **Reinforcement Mobile Application**

 **Train the Trainer certification: 3.5 Days**

## Skills

- Customer-focused approach
- Effectively presents solutions
- Expands the service
- Knows the buying influences
- Maintains the relationship
- Negotiates strategically/tactically
- Pre-call preparation
- Prospecting
- Qualifying
- Strategic planning and analysis
- Understands buying influencer needs
- Understands customer needs
- Understands issues/motivations

## Learning objectives

- Apply the Win fast/Lose fast criteria to sales opportunities.
- Align the selling process steps to the customer's buying process steps.
- Optimize selling time.
- Allocate adequate time to keeping the sales funnel healthy.
- List appropriate actions that minimize or eliminate Red Flags.
- Describe actions to leverage Strengths in a sales opportunity.
- Define the specifics of the sale.
- Uncover information about all players involved in a buying decision.
- Find appropriate ways to provide perspective to each player in a sale.
- Identify and develop Coaches.
- Identify the competitive alternatives at play.
- Overcome challenges to reaching and building credibility with key players.
- Synthesize key collected information into a set of possible actions to move the sale forward.