

# Conceptual Selling® with Perspective

## Program description

Every interaction with a customer is too important to leave to chance. **Conceptual Selling® with Perspective** helps salespeople better prepare for their time with customers. Understanding your customer's perspective is a key ingredient to moving deals and results in more purposeful meetings and win-win outcomes. This program provides the simple, repeatable structure that should be considered essential for anyone who interacts with customers.

## Learning objectives

- Plan for every customer interaction to ensure productive use of seller's and customer's time.
- Find appropriate ways to provide perspective to each player in a sale
- Conclude every meeting with clear actions for both sides to ensure the opportunity continues to move forward.
- Ask questions that will uncover critical information.
- Add discipline to customer meetings, so they are client focused.
- Identify and align the selling process with where customers are in their buying process.
- Identify where to best allocate resources, including their time, for customer meetings.
- Ensure the sales process is moving forward with every customer interaction.
- Unify the sales team by enabling consistent best practice behaviors.

## Modality

 **2 days**

 **2 days**

 **3.5 hours**

## Languages

 American English, French, German, Italian, Spanish (LATAM), Japanese / *Participant-facing materials only: Portuguese (Brazilian)*

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

 American English

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

▪ **Reinforcement Mobile Application**

 **Train the Trainer certification: 3.5 Days**

## Skills

- Builds rapport
- Closes effectively
- Customer-focused approach
- Diagnoses needs with questions
- Effectively presents solutions
- Initiates compelling sales conversations
- Knows the buying influences
- Maintains the relationship
- Manages resistance
- Pre-call preparation
- Questions strategically
- Strategic planning and analysis
- Understands buying influencer needs
- Understands customer needs
- Understands issues/motivations
- Understands the buying process