

Sophisticated Selling

The latest thinking on modern selling techniques, and how to nurture and sustain excellent long-term relationships with clients and customers.



EXAMPLE CONTENT

YOUR ATTITUDE

- You are what you do
- Be a possibilist
- Be an essentialist

YOUR APPROACH

- Keep the best, bin the rest
- Problem owner, not problem moaner
- Why bother?

YOUR CUSTOMERS OR CLIENTS

- Problem client troubleshooting
- Service v. Servility
- Service recovery

SELLING EFFECTIVELY

- Establishing the need
- Self-briefing
- Selling in stages
- Relationship stages

SALES STRATEGY

- Selling isn't just for salespeople
- Rational drowning
- Who sells most? Introverts and extraverts

SUMMARY

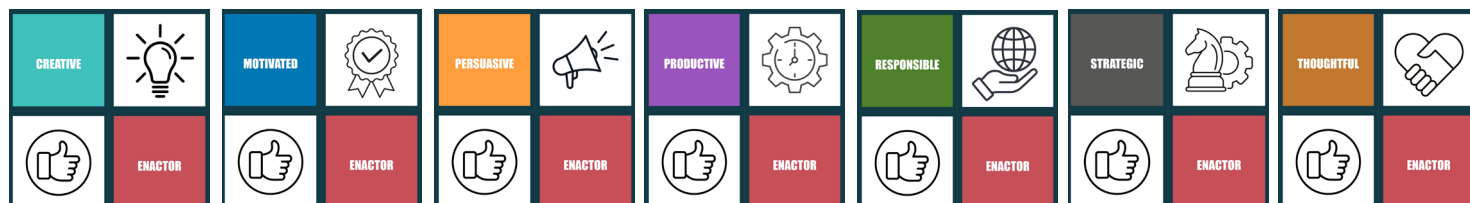
A powerful hybrid of self-awareness and selling approaches. This wisdom combines both disciplines because over the years it has become apparent that the two are indivisible. Less-experienced attendees will learn all the basic skills, and those with more experience can be coaxed to more advanced skills.

OUTCOME

This course applies the thinking to real customers and clients so that attendees go away with fresh approaches that they can apply immediately in their day-to-day work.

SAMPLE SOURCE MATERIAL

Decisive – Chip & Dan Heath
Smarter Faster Better – Charles Duhigg
One + One = 3 – Dave Trott
The Challenger Sale – Dixon & Adamson



"Just the right amount of guidance in creating valuable and, most importantly, action-orientated strategies."

Richard Morris, CEO, UK & Ireland, IPG Mediabrands