

CUSTOMER-FOCUSED SELLING



COURSE OBJECTIVES: The primary objective of this course is to familiarize participants with the seven phases of the *Customer-Focused Selling Process* and provide the necessary skills and processes to effectively create the need for products and services. The *Customer-Focused Selling Process* is a consistent repeatable buying/selling cycle that applies a customer-focused approach designed to help generate new business, expand solutions in existing accounts and provide companies with a common language, a consistent approach, and a “roadmap” for interacting with internal and external customers.

COURSE AUDIENCE: People who need to develop basic selling and customer interactive skills such as:

- Sales and Business Professionals
- Inside sales representatives (call centers) and outside reps who need a refresher on selling skills
- Professionals in affiliated functions who support or are part of a customer service team.

Prerequisites: None

COURSE BENEFITS: Participants of this workshop will learn to:

- ◆ Create the need for your product and services
- ◆ Sell to product and service differentiators
- ◆ Develop effective “tailored” opening statements to spark interest
- ◆ Learn to ask targeted questions which elicit thoughtful responses
- ◆ Learn how to uncover customer issues and concerns
- ◆ Learn and apply skills to handle customer concerns and objections
- ◆ Apply the ***Customer-Focused Sales Process*** during simulated sales calls and relate the process to all customer interactions
- ◆ Learn to assess decision-making process and tips on how to navigate the political landscape of an organization
- ◆ Help customers develop decision criteria that are geared to your company’s strengths
- ◆ Learn how to sell against the competition
- ◆ Learn best practices for maintaining and growing existing customer base



Skills are presented and practiced in class or in breakout rooms in Zoom

COURSE LENGTH: 1.5 to 2 days (depending on class size)

COURSE OUTLINE & DETAILED SYNOPSIS

Using a blend of lecture, group discussion, workbook exercises, and role plays, the instructor carefully explores and “peels back the layers” of each of the 7 steps of the *Customer-Focused Selling Process*. Participants apply the model in realistic simulations.