

## RELATIONSHIP BASED SELLING SKILLS PROGRAM

### Outside Sales Teams

**OBJECTIVE:** Educate and develop outside salespeople with new relationship based selling skills and tools to enhance their sales strategy and success through improved understanding of client needs and relations in the market.

**PROGRAM OBJECTIVES:**

- To create *awareness* and an understanding of one's behavioral selling style along with that of the client.
- To *build stronger relationships* with current and future clients.
- To explore *different selling models* and implement a new *selling methodology* that is focused on client needs.
- Create new *sales strategies* that can be implemented quickly.
- To *leverage* and *apply* new sales skills and behavioral understanding to existing and new clients.
- To *sustain learning* from the program through implementing action plans from the program with clients as soon as possible.

**PROGRAM TOOLS AND PROCESS**

- DISC Sales version behavioral profile.
- Interactive learning through role-play, video assessments and break-out sessions.
- Action Planning Top Accounts through the program, which will have participants leave with specific strategies for next meeting interactions.
- Individual Sales based development goals created for personal development.

**METHODOLOGY:** Interactive exercises and group dialogue on understanding buying and selling behaviors, exploring the relationship based selling model, creating action plans for their top five accounts, and role play.

**PROGRAM LENGTH:** Half or full day

**COURSE SIZE:** A minimum of 6 people and up to 20 per session.

**PROGRAM LOCATION:** Onsite at client location or at an offsite meeting facility.

**PROGRAM FEE OR COURSE INFORMATION:** Please [contact us](#) for more program information or group session rates.

## Inside Sales Teams

**OBJECTIVE:** To Develop or enhance Inside Sales or Customer Service up-selling skills and have a common selling methodology with outside sales teams.

### PROGRAM OBJECTIVES:

- To create *awareness* and an understanding of one's customer service and selling style along with that of the client.
- To *build stronger relationships* with current and future clients.
- To *explore different selling models, review customer service skills* and implement a new up-selling *methodology*.
- Create new up-sell *sales strategies* that can be implemented quickly.
- To *leverage* new customer service and sales skills to existing and new clients.
- To *sustain learning* from the program through implementing action plans from the program with clients as soon as possible.

### PROGRAM TOOLS AND PROCESS

- DISC Sales version behavioral profile.
- Interactive learning through role-play, video assessments and break-out sessions.
- Action Planning Top Accounts through the program, which will have them, take away specific strategies for next meeting interactions.

**METHODOLOGY:** Interactive exercises and group dialogue on understanding buying and selling behaviors, exploring the relationship based selling model, creating action plans for their top five accounts, and role play.

**PROGRAM LENGTH:** Half or full day

**COURSE SIZE:** A minimum of 6 people and up to 20 per session.

**PROGRAM LOCATION:** Onsite at client location or at an offsite meeting facility.

**PROGRAM FEE OR COURSE INFORMATION:** Please [contact us](#) for more program information or group session rates.

