

# Solution Selling:

## Become a trusted Advisor to your Clients

A 2-day training program for all sales people that enables them to understand and adapt their behaviour to the buyer's situation, create compelling messaging to generate new opportunities, plan and execute value-based sales conversations, position differentiators, access decision makers, manage the events in a complex sale and negotiate more effectively.

### Topics Covered

- How to align selling activities with the needs of the buyer
- Methods to connect with early-stage buyers, using social selling and traditional methods
- A framework for sales conversations that help buyers develop a clear vision of solutions to their problems
- How to positively differentiate yourself and your institution from your competition
- How to collaborate with buyers to co-create business value
- How to develop and propose unique solutions to your prospects and clients
- Ways to mitigate buyers' perceptions of risk
- Techniques to minimize concessions during negotiation
- How to qualify sales opportunities
- How to embed Solution Selling into daily work

### Key business outcomes:

- Improved win rates through more effective qualification of opportunities
- Reduced sales cycles and better collaboration with customers
- Improved seller productivity and quota attainment
- Understanding why the negotiation and sales environment is critical to your success
- The impact of behavioral and buying styles in the negotiation and sales cycle
- Client retention strategies that will lead you to referrals

### Target Group

This module it's beneficial for everyone, regardless of the level of seniority... We sell and advice our clients every day, in every situation.

### Duration:

2 days

