

# Trusted Advisor: Building a Selling Culture

How to equip your team to support new sales through existing customers.

**Format of the program:** 3-to-4-hour LIVE or VIRTUAL workshop.

## Program description:

The fastest and easiest opportunity to sell more is through your existing customers. Unfortunately, even with a strong sales team, if you don't have a selling culture, you won't capitalize on reselling and upselling your existing customer base. In fact, if you haven't built a selling culture, you'll lose more customers than you gain.

In this program we engage non-sales departments in recognizing their role in supporting a selling culture, including the value they bring, and the opportunities they can seize.

Some of the key discussion points in the workshop include the following:

## Learning outcomes:

- Why TRUST is the number one factor influencing customers today.
- Recognizing our role as a Trusted Advisor to our customers.
- Customer Perceptions: Why what we say and how we say it matters.
- Methods to recognize client needs and wants that sales might have missed.

# Negotiate Success: A Better Way to Negotiate

A proven method to deliver more successful negotiation outcomes.

**Format of the program:** 3-to-4-hour LIVE or VIRTUAL workshop.

## Program description:

Negotiations are something every business professional encounters in their role, from sales to finance. We've been told that when negotiating we need to focus on finding a middle ground, however doing so results in neither party achieving what they really want. There is a better way to negotiate that results in more wins for you, all while building stronger relationship with the other party.

In this workshop we will learn and apply the B.A.T.N.A. negotiation method – the Best Alternative to a Negotiated Agreement.

Some of the key discussion points include the following:

## Learning outcomes:

- Challenging our mindset –why choosing a desired outcome is critical.
- When negotiations actually begin, and how to build reciprocal value.
- Flushing out objections, obstacles, and barriers before they arise.
- Formulating “YATNA: Your Alternative to a Negotiated Agreement.”
- Pouring Cement on our agreement (before the other person has a chance to change their mind).

# Happy Customers: How to Build a Customer Centric Culture

How to build a culture that buys more and refers others.

**Format of the program:** 3-to-4-hour LIVE or VIRTUAL workshop.

## **Program description:**

A simple tap of button is all it takes for today's customers to make or break a business. The influence of social media, our insatiable appetite to share our experiences and an expectation of being treated as "unique" have all driven the need for a customer centric culture. The ultimate customer experience is one that results in long-term customers who become brand ambassadors.

In this program we discuss what has changed about today's customers, why they are so demanding, and what we need to do to capitalize on their behaviors.

Some of the key points of this program include the following:

## **Learning outcomes:**

- The persona of today's spontaneous customer.
- How a customer centric culture drives devoted customers and more sales.
- Our role in satisfying customers, why every interaction counts.
- Build your customer centric plan: How will you be a positive influence?