



## High Impact Consultative Selling: Executive Needs Discovery to The High Stakes Presentation

*Equipping sales professionals to call higher, respond better and win more!*

*“We want our sales team to call higher in the sales process, but they simply lack the confidence.”*

*“We talk a lot about consultative selling, but the process is inconsistent and unpracticed”*

If you've made statements like these, then you are like many sales organizations today. Your goal is to have your teams call at more senior/executive levels and interact in a more consultative selling role but the reality is, too many of your sales people simply can't. They default to their own limited understanding of the customer's needs or skip the discovery process altogether and bring in a canned, one-size-fits-all presentation. Not only have you probably lost the sale, but your company has learned little about the process of needs discovery and how to shape and deliver a relevant & powerful presentation response to specific issues. **This amazing workshop will show you how!**



*Being able to relate to real issues and having to put together a presentation to solve them is powerful!* **Reebok**

<u>Group size:</u>	Typically 10-16 sales professionals
<u>Skill area:</u>	Conducting a senior-level discover interview then shaping, assembling and delivering a focused response
<u>Approach:</u>	Videotaped coaching * Team planning exercises * Role play interviewing * Evaluated delivery
<u>Duration:</u>	Two-day workshop format (Typically 8am – 5pm)

### Here's how Distinction can give you an important edge in your high stakes sales opportunities

*Consultative Prospect Interviewing \* Sales Presentation Skills \* Speaking Your Customer's Language \* Presentation Planning/Delivery*

#### **Consultative Prospect Interviewing** - *Build greater confidence in conducting an initial needs discovery sales call*

- ✓ Teams practice actual executive-level interviews to discover important underlying prospect pain, impact & needs

#### **Sales Presentation Skills** - *Become a more confident communicator in high stakes sales presentations*

- ✓ Leverage strategic eye communication to build greater trust and believability with audiences.
- ✓ Master more purposeful and relaxed movement to create a stronger personal presence.
- ✓ Use more meaningful gestures to create greater emphasis to key points and ideas.
- ✓ Learn what makes a good story and how to integrate them at strategic times.
- ✓ Respond with confidence and clarity in Q&A interactions

#### **Speaking Your Customer's Language** - *Read & adapt your sales approach to key decision makers for greater influence*

- ✓ Quickly identify the four primary communication styles and learn adaptation secrets for closing more sales

#### **Presentation Planning & Delivery** - *Take discovered needs and shape them into a high stakes presentation response*

- ✓ Teams face-off in a planning process that will culminate in a high stakes final delivery to a neutral audience.
- ✓ Participants will be assessed on how well they uncovered critical needs, leveraged discovery in assembling a response presentation, and finally, how well the sales teams delivered a confident & believable solutions message.

For more information on how Distinction can help you sell more consultatively, contact us today!



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