



# SALES FORCE TRANSFORMATION

## BUILDING CUSTOMER CENTRIC TEAMS

Customer centric organizations focus on building a dynamic internal team that is aligned with and supports the direct sales force. Internal teams understand the importance of customers and how they shape their company's success.

Building Customer Centric Teams is a two day workshop that aligns internal teams such as marketing, customer service, finance, and operations with the sales team. This dynamic workshop introduces the key strategies and content from the Strategic Impact Selling Skills program. It gives internal stakeholders a greater understanding of how they impact sales, customer satisfaction and overall company success.

Internal teams gain a greater understanding of the market segmentation and the customer prioritization that is specific to their company. They also explore key modules from the Consultative Selling Skills workshop which creates a common approach and shared language with sales for supporting customers. By aligning the process and establishing a common understanding, organizations can provide superior customer service.

### OUTCOMES

The participants of the Building Customer Centric Teams workshop will:

- Gain a greater understanding of the importance of sales planning, customer prioritization and targeting strategically aligned opportunities to achieve the companies sales objectives
- Understand the importance of time and how managing time is key to achieving sales excellence
- Explore how internal teams can directly impact selling time
- Gain a greater awareness of the 5 components of building professional connections
- Learn the importance of personality styles, how to identify them and how to adapt your style to build rapport
- Have a simple planning tool that can be used during customer meetings and presentations
- Understand the importance of using a customer Power Map and how internal teams can provide insights
- Understand how the internal teams impact the customer development strategies and drive sales with the important customer segments
- Explore the key discovery and recommendation tools and strategies
- Understand how internal teams help sales teams build stronger recommendations and better solutions for customer challenges
- Recognize that a sale is not complete until the product or service is delivered and payment is made. Internal teams are an essential part of closing the deal

Another significant outcome from the Building Customer Centric Teams is improved communication between internal stakeholders and the sales team. Ultimately, an increased level of mutual respect and accountability develops while solving customer challenges.