



SALES FORCE TRANSFORMATION STRATEGIC IMPACT SELLING

Sales force optimization is achieved when sales organizations focus on:

- Understanding each customer and anticipating their needs
- Assessing customer potential based on growth, cost, profitability and risk
- Developing strategies for each customer, including product innovation based on a deep customer intimacy
- Elevating customer relationships based on execution of deliverables

Strategic Impact Selling is the foundation for Sales Transformation.

The five stages of the Strategic Impact Selling process provide participants with the foundational strategies and tactics to build strategic and sustainable sales growth.

The Strategic Impact Selling Workshops:

Phase 1 – Planning: Effective territory and account planning, time management

Phase 2 – Rapport: Personality behaviour styles, strategies to build rapport, first impressions

Phase 3 – Discovery: Probing techniques, uncovering real needs, motivations and buyer values

Phase 4 – Recommendation & Commitment: Ability to articulate client solutions to meet customer needs.

Strategies and tactics to close business.

These workshops will be highly interactive. The course content will be learned through lectures, exercises and situational role play.

C L Network will work with a client's leadership team to align the Strategic Impact Selling workshops to the overall strategic sales plan and support tools such as CRM.

All workshops are tailored to the client's specific business challenges and 'go to market' tactics.

Workshop Module Overview

Day 1: Planning

This module will explore:

- The attributes of an exceptional sales rep
- How your choices and habits impact your ability to be successful
- Time management – managing one's time is the key to achieving sales excellence and increasing face time
- The importance of sales planning
- The customer prioritization matrix by channel
- Customer sales plans – alignment to territory / business plan, product category plans
- Introduce client sales planning tools to establish a consistent approach to planning



SALES FORCE TRANSFORMATION STRATEGIC IMPACT SELLING

Workshop Module Overview Continued...

Day 2: Rapport

This module will explore:

- The importance of rapport. Why does this skill have the greatest impact on sales success?
- How deep one's business relationships really are
- First Impressions – How are they created? How important are they?
- Personal Behaviour Styles – What are they? How to recognize them? How to tailor information and adapt to build rapport?
- Current accounts and identify the buyer / stakeholder styles
- Strategies to building professional rapport - MMP (matching, mirroring and pacing), Values, Beliefs and Experiences

Day 3: Discovery

This module will explore:

- Customer needs, motivations and directing values which impact decision making
- Planning for discovery
- The importance of using a meeting planner tool to help uncover customer needs
- Effective probing techniques (open & closed questions, advanced questions, the 3 W's, cluster strategies and the funnel approach)
- The listening spectrum
- Active listening – what impacts effective listening and strategies to improve listening skills
- This section will have a large selection of exercises and role plays that combine rapport and discovery skills. These exercises will be relevant to the client

Day 4: Recommendation and Commitment

This module will explore:

- Creating powerful recommendations which solve customer's issues
- The components of a powerful recommendation:
 - ∴ Features – specific to the client's products, services, programs, etc
 - ∴ Benefits – what is in it for the customer
 - ∴ Evidence – types of evidence that can support the Feature and Benefit statements
 - ∴ Relevance – how to tie back to the business challenge the customer is facing
- The road map to commitment
- Managing personal fears
- Buying signals
- Asking for the business – assumptive closing techniques
- Handling buyer responses