



CL NETWORK

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SALES TEAM TRANSFORMATION CURRICULUM

Building Customer Centric Teams

2-DAY In-Person Corporate Training Workshop

“Why is it harder to sell to our own team than to the customer?”

“Building Customer Centric Teams” is a 2 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.

OUTCOME

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 company’s 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
- Acquire a simple planning tool that can be used during customer meetings and presentations
- Learn the importance of understanding the customer Power Map and how internal teams can provide insights
- Understand how internal teams impact customer development strategies and drive sales with important customer segments
- Explore key discovery and recommendation tools
- Understand how internal teams help sales build stronger recommendations and better solutions for customer challenges
- Review that a sale is not complete until the product or service is delivered and payment is made, as internal teams are an essential part of closing the deal

When internal teams understand their ability to impact sales effectiveness, incredible outcomes can be achieved.

Interested in elevating your team’s performance? Contact cindy.novak@clnetwork.ca