

The 5 Pillars of Successful Selling



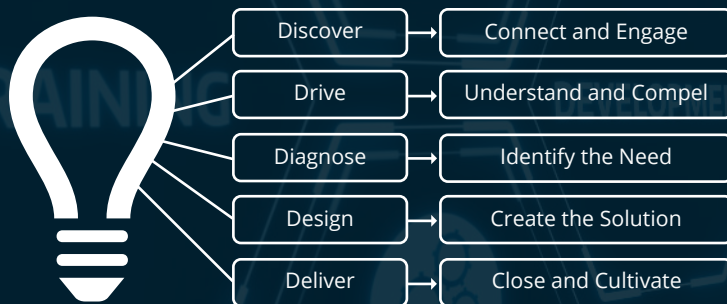
Discover the Secret Sauce to Successful Solution Based Sales!

If you're unsure how to approach your prospect in a way that will win their hearts and their business, if you struggle with awkward methods that sometimes just annoy your clients, then the 5 Pillars of Successful Selling is just what you need.

This program's techniques and learning strategies have been designed on a solutions-based approach. This will build your sales confidence, introduce cutting edge methods of engaging clients and help you persuade, and position your solutions with powerful results.

The techniques in this program have been refined over several years of experience working directly with and across various industries including retail, wholesale, larger multi-nationals, real estate and small to medium enterprise B2B organisations. These strategies come with proven results!

A successful approach is half the challenge to ensure you always hit the mark. This program is built on an intuitive and client driven solution-based model as overview explains below:



Designed for?

- > Anyone who has to sell and develop robust and solid customer/client relationships.
- > Those who need to stimulate return business, generate potential clients or deliver proposals to win business.
- > Business Development Managers, Account Managers and those who are looking for fresh strategies as a base to upsell or create new opportunities.
- > Anyone looking for ideas to diagnose and identify opportunities in a complex sales process.
- > An ideal group size is 6 – 15 participants.

Key Learning Outcomes

- ✓ Understanding the 5-step solution-based model and how to integrate it into your personal selling style.
- ✓ The keys to unlocking your customer's buying triggers and keeping them engaged with your product and solutions.
- ✓ Practical tools to help structure compelling sales presentations and pitches.
- ✓ Techniques to building 5-star customer relationships and delivering 5-star service.
- ✓ Advanced style communication techniques to analyse and read your audience's unique style and communicate persuasively.
- ✓ How to develop your unique selling proposition to differentiate you from your competitors.
- ✓ The psychology of influence and persuasion and how to tailor your sales approach around your customer's driving needs.
- ✓ The fundamentals of selling and relationship marketing and using a diagnostic approach.
- ✓ Identify previously unrecognised sales opportunities so you stop leaving money on the table.
- ✓ How to work with the "Law of Reciprocity" to leverage your sales edge.
- ✓ The core elements of benefits vs features and how to build trust and manage client perception..

Live Face to Face, Virtual or Hybrid



Power Sessions



Half-Day



Full-Day



Two-Day



Coaching

Contact Us

☎ 1300 762 461

✉ info@calcorporatesolutions.com.au

🌐 calcorporatesolutions.com.au