

# engaging your customers

SKILLSHOT™ clinics



Are you finding it increasingly difficult to differentiate your offering from the competitions'?

Are you losing out to competitors on the basis of price differential?

Are you finding it difficult to convince your prospects of the added value of your solution?

If so, it's time to focus on the way you are selling! In a contracting market where there is little to differentiate competitive offerings, your sales style will make the difference between win and lose!

Consultative selling involves working collaboratively with your customer, building a detailed understanding of their challenges and needs, and jointly developing a solution. Practised effectively, the buyer will focus on the benefits of your solution rather the price and you will naturally generate trust and build a meaningful and lasting relationship.

## In 2 hours you will

- Identify your **natural selling style**
- Understand the difference between a prescriptive and **consultative** approach to selling
- Define the **ultimate goal** of a consultative sales professional
- Identify the **steps** in a consultative sales process
- Practise putting the consultative approach into **action**

## What next?

Contact us by calling 08700 704242 or email: [info@4ty2.co.uk](mailto:info@4ty2.co.uk)

## SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a recessionary market

## SKILLSHOT™ clinics

### Surviving in a recession

Developing and activating recession-fighting strategies, designed to maximise sales performance

### Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

### Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

### Negotiating in a demanding market

Standing-up to, and counteracting, well trained, experienced negotiators

### Managing the sales process

Taking control of the decision-making process and ensuring it operates to your deadlines

### Developing a differentiating value proposition

Designing, developing and delivering a business winning case

### Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

## Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology