

# expanding your sphere of influence

SKILLSHOT™ clinics



Are your customers rationalising their providers?

Have they become more cost-conscious and risk-adverse?

Has their focus become increasingly short term?

Such are the symptoms of a recession! To succeed in these challenging times you need to become an invaluable and indispensable part of your customer's organisation. Operating as a business consultant, you become a trusted adviser, developing short-term opportunities while placing yourself in prime position to capitalise on the longer-term opportunities associated with the upturn.

High-performing sales professionals use advanced communication skills and sophisticated methodology to develop a unique understanding of their customers and to add value and insight with each and every customer contact. They focus on developing a solid business relationship and are viewed as 'insiders' who add true value to their customer's business.

## In 2 hours you will

- Learn how to profile the **key influencers** within the customer organisation
- Develop an understanding of the key **motivators** associated with each influencer grouping
- Learn how to adapt your questioning to extract **critical information**
- Practise presenting **added value** based on your unique understanding of each key influencer
- Learn how to **build client relationships** through effective account review meetings

## What next?

Contact us by calling **08700 704242** or email: **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

### Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

### 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

## 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