

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 an economically demanding market! 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 an economically demanding market

SKILLSHOT™ clinics

Surviving a tough market

Developing and activating strategies, designed to maximise sales performance in an economically demanding market

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

Managing the sales process

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

Engaging your customers

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

Developing a differentiating value proposition

Designing, developing and delivering a business winning case

Negotiating in tough times

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

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