

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 challenging market! To succeed in these 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 an 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 customer relationships** through effective account review meetings

SKILLSHOT™ approach

Intensive, high energy, acutely focused, short duration, interactive performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a challenging market. **Skillshots™** will be delivered using a virtual learning platform and methodology, while the impact of Coronavirus remains.

Group size

8-10 participants

SKILLSHOT™ clinics

Surviving a challenging market

Developing and activating strategies, designed to maximise sales performance in a challenging 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 challenging times

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

What next?

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