

building an insider relationship[?] FORTY2 in a challenging market

Have your customers developed an aversion to risk, instead preferring the status quo?

Are they exerting additional price pressure?

Are your customers involving more people in the decision-making process?

Such are the symptoms of a challenging market! To succeed in these times the salesperson needs to become an invaluable and indispensable part of the customer's organisation. Operating as a business consultant, the salesperson becomes a trusted adviser, developing short-term opportunities while placing themselves 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, providing insight during every customer connection. They focus on developing a solid business relationship and are viewed as 'insiders' who add true value to their customer's business.

In 3 hours this skillshot™ will help you:

- Profile the **key influencers** within the decision-making process
- Understand the key **motivators** associated with each influencer group
- Adapt your questioning to **identify** and **develop** the needs, wants and desires of each influencer group
- **Develop trust** and **overcome customer risk aversion**
- Position yourself as a **true asset** to your customer's organisation
- **Innoculate** against the dreaded 'price objection'

selling in a virtual world

SKILLSHOT™ approach

Delivered using a proven virtual learning platform and methodology, Forty2's skillshots™ are intensive, highly interactive, acutely focused, performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals when dealing with the twin challenges of an economically depressed market and selling in a virtual world.

Group size

8-10 participants

SKILLSHOT™ clinics

Building a sustainable pipeline remotely

Leveraging your reputation, networking in a virtual environment and adopting a strategic approach to build a sustainable pipeline.

Engaging customers virtually

Connecting with new contacts and building empathy and trust in a virtual world.

Presenting a differentiating value proposition virtually

Designing, developing and virtually delivering a business-winning case.

Negotiating in a depressed market

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

Building partnerships with procurement

Working with procurement in a manner that ensures a mutually beneficial result, whilst maintaining an effective, on-going working relationship.

What next?

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