

Collaborative Selling

DESCRIPTION

In this program, Rick Barrera will teach your salespeople the *differentiation* strategies that will give them a *competitive advantage* in the marketplace, and he'll show them how to become partners with your customers rather than relying on "one shot" sales. Your sales team will learn how to sell value to your prospective customers rather than price, and how to excel in today's highly competitive arena by creating and maintaining *long-term, customer relationships*.

KEY CONCEPTS

Today's marketplace is more demanding than ever. Faster, leaner customer organizations mean that your sales team must:

- Position themselves and your company strategically.
- Know how to differentiate themselves, their company and their products & services quickly in the minds of their customers.
- Understand the shifting relationships in today's marketplace — away from suppliers and vendors — toward strategic alliances and partnerships.
- Understand value marketing: the marriage of customer service, quality, sales excellence, product knowledge and financial problem solving.
- Know how to win the trust of buyers early in the process so they can obtain the information required for a complex sale.
- Understand how and why the buyer makes a decision about their type of product or service.
- Know how to deal with cross functional teams and multiple buyers.
- Know how to work in a highly charged political atmosphere.
- Know how to work with highly educated buyers.
- Incorporate creative applications of their products and services to solve problems.
- Understand the technological revolution that has changed customer expectations about quality, speed, communication and customer service.

In short, today's top sales professional must know how to manage the customer experience, and position themselves as experts who can be valued partners in a rapidly changing and highly competitive marketplace.

AUDIENCES

This topic is essential for all levels of sales professionals. Today's customer is more sophisticated and better educated. No one on your sales team can afford to stop learning. No matter what your business, Rick will custom-tailor his program to your organization's specific selling situations. Don't settle for a "canned" sales program, when you can get a custom-tailored program designed especially for your company, people, products and target markets.

PARTICIPANTS LEARN

- How to position themselves and your company as long-term, strategic partners.
- How to identify and articulate their competitive advantages.
- How to identify the buyer's behavioral style and respond appropriately.
- How to ask the questions that make the sale.
- How to get customer "buy-in" right from the start.
- Methods for identifying both the "personal wins" and the "business results" their customers want and will pay for.
- Listening skills that ensure they hear everything the client *is* and *isn't* saying.
- How to collaborate with the customer to create the best solution for their situation.
- How speaking benefit language will enhance the collaborative process.
- The five "P's" for clarifying and addressing customer concerns.
- How to service the sale, expand the relationship and penetrate the account.
- Methods for leveraging each new business relationship.