

CUSTOMER FOCUSED SELLING TRAINING – TWO DAY

PI SELLING SKILLS

CUSTOMER FOCUSED SELLING



Know your strengths. Find your weaknesses.



Customer Focused Selling: Customer Focused Selling (CFS) is designed to provide you with knowledge and skill required to sell effectively to consistently achieve and sustain top sales results. You will learn how to manage the skills related to the five steps of CFS sales process and understand the Selling Skills Analysis. This course is a blend of information, exercise, and practice activities. In addition, you will be provided with job aids that provide simple access to the fundamentals of Customer-Focused-Selling.

Upon completion of this course, you will be able to use the five-step Customer-Focused Selling (CFS) process presented in this course to create strong customer relationships and achieve sales results.

Synergy Complete Management Consulting LTD

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Customer-Focused Selling™ (CFS)

Improve the skills of your team with targeted training.

CFS training uses real-world examples to examine these critical aspects of selling:

- Open – build trust and credibility
- Investigate – identify the motivating buying factor
- Present – apply judgment & offer solutions
- Confirm – gain agreement
- Position – Build long-term relationships

Your Sales Skills analysis will be able to give you a solid understanding of where your team stands — and where they need to go as well. In Customer-Focused™ (CFS), team members will gain the specific knowledge they need to consistently achieve better sales results.

This is not your typical "sales seminar." This seminar is formatted in an adult learning environment that is highly interactive, in which CFS provides all the core competencies needed for effective consultative selling—with a special emphasis on the particular areas shown by the Sales Skills analysis to need improvement.

CFS training is uniquely designed to be used every day, not memorized. For every skill taught, there is an immediate application to real-world business situations the participants are facing. They are able to see the applicability for themselves, and come away from the program enthusiastic. Your team will be 100% prepared to put the new learning into action with their own customers and prospects.

WORKSHOP COMPONENTS

DAY ONE

- Introduction
- Overview: The Selling Environment
- Open: Building Trust and Credibility
 - Morning Break (15 minutes)
- Open: Building Trust and Credibility (cont)
 - Lunch (60 minutes)
- Open: Building Trust and Credibility (cont)
- Investigate: Identifying Decision-Making Motivation
 - Afternoon Break (15 minutes)
- Investigate: Identifying Decision-Making Motivation (cont)
- Day One summary and wrap-up

DAY TWO

- Welcome and warm-up
- Present: Articulating Value
 - Morning Break (15 minutes)
- Present: Articulating Value (cont.)
- Confirm: Gaining Agreement
 - Lunch (60 minutes)
- Confirm: Gaining Agreement (cont.)
- Position: Building Long-term Relationships and Results
 - Afternoon Break (15 minutes)
- Position: Building Long-term Relationships and Results (cont.)
- Course summary and evaluation

Learning Outcomes Include:

- Understanding the Sales Skills analysis
- Learning the Five Step process to create strong customer relationships and achieve sales results
- Identifying the Four Buying Styles
- Understand the Five Buying Personas
- Overcome Objections
- Creating Framework for Meetings
- Mapping out Sales Calls
- Developing Sales Strategies for Success

Key Features:

- This is a closed training for groups of up to 20 individuals within a single organization
- Two full days of group training (16 hours) includes learning Customer Focused Selling.
- This course is a blend of information, exercise, practice activities, workshoping real-life case studies, taking part in group discussion, exercises in pairs and individual action plans.
- All Training Materials provided
- Base price, \$1850.00 USD per person (*meals not included in cost*)

ABOUT CUSTOMER FOCUSED SELLING BY PREDICTIVE INDEX

The Predictive Index is a methodology that business leaders use to better understand the behaviors of their people so that they can take them where they want to go. Scientifically validated assessments make the foundation of our system, which allow you to measure the behavioral and cognitive attributes of candidates and employees. Assessments are the best predictors of workplace performance. We provide a software as a service platform (SAAS) that allows organizations to easily define behavioral and cognitive requirements of a job, assess candidates and employees, compare results, and run analytics on groups and teams. We pride ourselves on knowledge transfer in that we partner you with a PI Certified Partner who is a workplace behavioral expert and is there to help you every step of the way. Your PI Certified Partner also serves as facilitator and trainer of our curriculum of instructor-led management training workshops which ensures that the PI methodology is integrated deep into the cultural fabric of your organization.

ABOUT SYNERGY CMC



Synergy Complete Management Consulting Ltd. is a bespoke management consulting agency that specializes in Transformational Change through Values Based Leadership in mid, large and enterprise sized organizations, globally.

Our core principles of Culture, Leadership and Innovation guide us in working with Executives, Entrepreneurs and Boards in developing their Extraordinary Human Potential. Our niche is customizing Programs and Consulting Strategies for achieving Powerful Breakthroughs and Bottom-Line Results maximizing outcomes of High Performing Individuals, Teams and Leaders.

We do this is by using scientifically validated Assessment Tools and the Brain Trust of our Global Experts. Our Consultants and Facilitators are Certified in World-Class Leadership and Change Management processes. Our Experts are among some of the world's foremost Thought Leaders, and collectively have worked with thousands of organizations, and Fortune 500 companies, in multiple languages, generating Transformational Change.

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INSTRUCTOR BIOS



CERTIFIED PARTNER & FACILITATOR

CONNIE EKELUND is the Globetrotting CEO of Synergy CMC, owner of a Publishing Media Company, and is the CEO of an International Innovations Company. She is also is the founder of a non-profit and is a director on other non-profit boards.

Connie is the essence of an entrepreneur and life-long learner. She has a formal education in Business Management and Marketing, as well as a Degree in Fashion Design and a Certified Practitioner of The Predictive Index. She thrives on experiential and transformational learning, seizing every opportunity for growth and development. She works with, and facilitates for, Global Thought Leaders to create organizational and cultural change as well and develop innovations for a more sustainable world.

Connie's passion is what drives her to entrepreneurial activities. For 25+ years she has channeled her creativity and imagination into a successful career. Her ability to create corporations from the ground up, in a myriad of industrial sectors including;

Management Consulting, Marketing, Industrial Construction, Renewable Resources, Fashion, Non-Profit and Publishing; is a testament to her big picture thinking and strong business acumen.

She has a broad understanding of not only Corporate Structure and Operations, but also that of Private & Public Corporation, Franchise and Union Organizations, as well as Non-Profits, Social Enterprises and B-Corporations. Connie's consistency in visualizing and seizing opportunities ahead of the competition has allowed her to achieve measurable results and maximize outcomes.



CERTIFIED FACILITATOR

COLIN GRINDLE is a respected CEO, Board President, Keynote Speaker, and Vice President & Partner with Synergy CMC. He has over 25 years business experience in the industrial sector, from hands-on with front-line negotiations in the mining industry, to leading teams of hundreds of workers, managers and leaders across Canada.

As an entrepreneur himself, Colin possesses true grit of character, he understands and excels in developing structures, processes, and the implementation of due diligence. His communication and people skills are very strong and support his work in developing corporate culture and leadership training within organizations. Additionally, Colin is a powerful strategic business development and marketing guru, leading sales teams to set and achieve their goals. Colin's greatest strengths are his creativity, drive and leadership. He thrives on challenges, particularly those that offer the greatest opportunities for growth.

Colin continues to be the Principal of his consulting firm AMRAK, touching on a variety of areas within the industrial sector, which include; oil and gas, mining, deep foundations, aggregate crushing equipment, heavy civil, and environmental remediation, to name a few.

As a passionate mentor and coach, Colin uses his innate leadership ability to guide others through uncharted territory to success. He is currently the President of RISA, a not for profit organization, and a former Board Chair of a Junior Exploration company. Additionally, Colin has volunteered with Hockey Canada and coached a Senior AA Semi Pro Hockey Team. Colin is a Certified Practitioner of The Predictive Index.