THE SALES EDGE

The award-winning sales training program designed to get everyone in your company who interacts with your clients identifying opportunities and selling solutions.

A PROGRAM FOR SALES STAFF, PROJECT MANAGERS, TECHNICAL STAFF, CPA'S, CLIENT SUPPORT AND MANAGEMENT.

Learn how to:

- Become a Trusted Partner to your Clients
- Ask O.P.I.S. Questions That Get to the Heart of your Clients Problems
- Learn To Present Solutions with Our 8 Steps Sales Process

The EMPLOYERS EDGE

www.TheEmployersEdge.com or call 303/708-8160

IS **EVERY** CLIENT INTERACTION AN OPPORTUNITY TO BETTER UNDERSTAND THEIR NEEDS?

HOW EFFECTIVE ARE YOU AT ASKING QUESTIONS THAT GET YOUR CLIENTS TO OPENLY SHARE THEIR PROBLEMS?

ARE YOU TRACKING AND IMPROVING YOUR CLOSING RATIO'S PER CLIENT INTERACTION?

ARE YOU BUILDING CLIENT RELATIONSHIPS THAT BENEFIT YOUR *CLIENTS FIRST* AND *YOU SECOND*?

The Sales Edge Program is offered as a public one-day workshop or as a customized 2 day program at your facility with real client scenario presentations and practice.

One Day Public Program - $950 p/p
See Public Events on our Website
Two Day Customized at Your Facility - $7,500 + $200 p/p

No matter who is part of your "sales team", there is always a ramp-up time to learn your industry, your product or service, your way of gaining and keeping new customers. By utilizing the tools in The Sales Edge program, you can propel your sales team who may include project and product managers, technical staff, client support staff or management to new goals, and new heights. What makes us different? We offer a customized approach to sales training.

Participants are asked to complete **the ProfileXT or ProfileSales assessment prior to the training**. Coaching groups are set up for each class. These sales coaching groups review goal accomplishments for accountability, review self-assessment results and discussion points as well as finish the session by setting "slight-edge" goals.

In the Two Day Program, participants will learn and implement:

DISCOVER YOUR SALES DNA

- Understanding how other staff, management, and customers perceive you based upon your natural sales and leadership strengths and weaknesses.
- Know, embrace or change your sales mindset, approach, and understanding of what your clients want
- Create a sales development plan

IDENTIFYING THE NEED

- The Eight Stages of a Sales Presentation
- Developing Social Rapport – Watching out for the "ME" Monster
- Creating and Delivering Your Opening and Purpose Statement
- Investigating the Needs of Your Clients –
  - Good Questions/Bad Questions
  - Listening Backwards
  - Learning How to Ask O.P.I.S. Questions
  - Team Exercise – Developing Your O.P.I.S. Questions
- Interviewing Clients – Practice 1: Teams Interview (Steps 1-4) Their Client (Scenario's)
- Customer Problems Worksheet - Developing Your Unique Value Proposition

SELLING THE SOLUTION

- Demonstrating Your Company's Capability Effectively – Customer Problems Worksheet
- PAR Presenting
- Smoking Out Your Customers Concerns and Preventing Objections
- 5 Successful Actions for Obtaining Commitment
- Recognizing Buying Signals
- Presenting to Clients – Practice 2: Three Team's Present their Solutions (Steps 5-8)

DEVELOPING THE RELATIONSHIP

- Understanding the value of a client relationship – Me Monster
- Building Client Relationships and keeping them for life
- The Five Questions that your customers have about you
- Fixing client "problem" relationships

Space Limited to 24 participants

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