

CONGRUENT™ SELLING

INCREASING PRODUCTIVITY AND CUSTOMER VALUE



I thought the training session was exceptional. It was different than what we are used to.



Sales representative at Palladin

OVERVIEW

Technology, products, realities, pressures, market access and customer perceptions continue to change and evolve. As a result, communication adaptability is more and more a daily reality. In an era where customers can find troves of information within minutes, data dumping and glitzy presentations have lost their appeal. In a recent survey conducted by Aseret, it was determined that communication effectiveness is significantly dependant on the following: Asking relevant questions, Identification of needs, Commitment and Follow-up. Times do change yet people continue to have the same basic needs. This program has been designed to address the rather constant nature of people within the reality of a constantly evolving environment.

KEY BENEFITS

- Understand what makes sales people more efficient
- Apply the principles of Emotional Intelligence
- Adapt your approach to various customer Styles
- Develop questions and their sequence in order to engage customers in a dialogue
- Effectively put to practice a simple communication plan that enhances trust and collaboration
- Work with customers in building solutions
- Significantly increase job satisfaction and success

WHO SHOULD PARTICIPATE

Sales people that understand the necessity to fully understand customers, their needs and the importance of a professional relationship that goes beyond the simple act of promoting a product.

PROGRAM DETAILS

The learning environment is highly interactive. Participants will have the opportunity to discuss customer situations and apply methodologies to elaborate adapted approaches to generate more collaborative exchanges and elaborate valuable solutions. The program involves pre-seminar work to cover many of the key methodological concepts and allow as much time as possible during the seminar for application. Participants will also benefit from a series of 6 follow-up sessions of 1 hour conducted remotely and structured in a manner that each participant will share their application of methods and concepts in their daily activities with customers. Participants can also opt to receive one-on-one coaching.

DURATION

2-day seminar with 6 follow-up sessions over a 2 month period.

TOPICS AND CONCEPTS

Preparation

- Review of key methodologies
- Anticipate seminar discussions

Seminar day-1

Introduction

- Clarify the communication method
- Review productivity and attributes of highly successful sales people

Role perception

- Clearly define and express intent
- Practice purposeful listening skills
- Establish the value you bring as a professional

Customer Value

- Understand customer differences in the way they communicate and expect results
- Define how to adapt and why
- Elaborate strategies to address needs and solutions

Accountabilities

- Understand what activities will actually make a difference in sales success

Follow-up program

- Pre-defined structure of discussion topics
- Application of methodologies in current situation
- Efforts to reach Optimal situation
- Address reasons for success or challenges
- Share and discuss value and best practices
- Change habits

One-on-one coaching

- Continue competency development
- Share situations in a safe environment
- Orient efforts on solutions

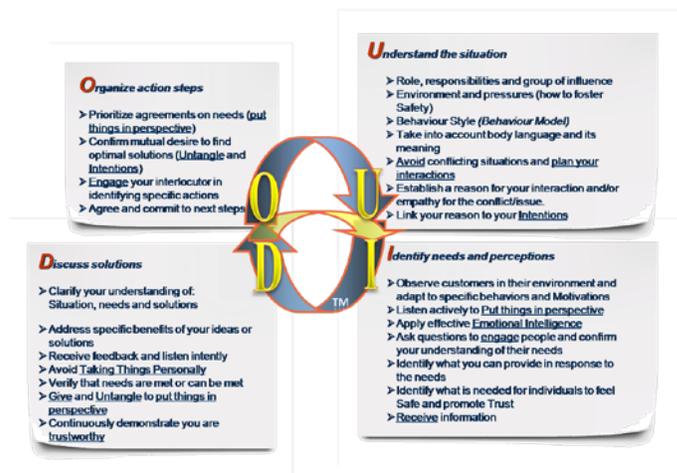
Seminar day-2

Skill development

- Putting U&I,DO™ to work
- Better understand the communication process and how it generates sales success
- Elaborate questions that will help you engage customers and help you find the solutions to satisfy their needs
- Address and find new approaches to manage challenging customer situations
- Build a communication plan for key customers

Growth action plan

- Establish a follow-up process
- Commit to a behavior change



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