

Customer-Focused Selling™ (CFS)

You are ready to take sales to the next level. We can help you get there...

Today's challenging business environment demands that you continuously enhance your sales skills and increase sales results. Understanding how to shift from a "sales-focus" to a "customer-focus" helps you do just that -- positioning yourself not as service provider but rather as a business partner providing business solutions.

In this intensive, one-day program we will explore the core elements that impact your selling results, examine the dynamics of a sale and how to manage the process, and help you understand and execute proven methods to improve your results. Ultimately, the Customer-Focused Selling program will allow you to work in partnership with your prospects and clients in the decision-making process of business – setting you apart from the competition, differentiating your services, and helping you deliver what your customer really wants.



Register now for the Predictive Success CUSTOMER-FOCUSED SELLING One-day Workshop.

Seating is Limited to 12.

Contact Julie Cane by September 9 to register for this exciting event.

**(905) 430-9788 or
jcane@predictivesuccess.com**

The program includes:

Benchmark Assessment: Prior to the program you complete the web-based Selling Skills Assessment Tool (SSAT) (time to complete: 20-25 minutes). The SSAT provides you with accurate data to determine your current strengths and areas of growth which are then addressed during the training course.

Customer-Focused Selling: This proven sales training program will challenge your thinking, help you look in the mirror, and teach you concrete methods to increase your sales now. Delivered to thousands of sales reps across all industries, this highly interactive one-day program is a full immersion in consultative selling principles. You will learn:

- ◆ How to Gain Trust & Credibility
- ◆ How to Sell to Different Styles
- ◆ How to Uncover Client Needs
- ◆ How to Present with Value
- ◆ How to Differentiate from the Competition
- ◆ How to Gain Agreement and Close the Sale
- ◆ How to Create Future Business Today



Participation includes the 101-page Participant's Guide that incorporates an action plan to help you build your customized course of action upon leaving the program.

Come and join Doug McCann, Managing at Principal Success, as he delivers this one-day workshop guaranteed to give your business the tools to consistently achieve high sales results.

This program is for the novice, the expert, and everyone in between. Packed full of thought-provoking ideas, you'll take away ideas that help your sales performance and business results immediately. In order to ensure the most productive training experience, seating is limited.

When: Thursday, September 16th – 8:30am-5:00pm

Where: Blackfoot Inn– 5940 Blackfoot Trail SE, Calgary

Investment: \$795 per person (includes the SSAT assessment, the one-day course, workshop materials, continental breakfast and lunch)

Predictive Success has been instrumental in creating easy-to-use models for success to grow your people and get the right people in the right job in many of Canada's best managed companies, including:

