



THE
PREDICTIVE
INDEX

SCIENTIFIC
SELLING

CREATING
HIGH PERFORMANCE
SALES TEAMS THROUGH
APPLIED PSYCHOLOGY
AND TESTING

NANCY MARTINI
with GEOFFREY JAMES

Sales

for Professional Lawyers, Accountants & Consultants

CUSTOMER FOCUSED SELLING - 1 or 2 day workshop

Take the mystery out of new business development by selling from the client's perspective. This workshop provides a proven sales strategy focused on understanding and tailoring your approach to who matters most, the client.

Learning goals

By the end of this workshop you will be able to:

- Understand the prospect's perspective and how to sell from their viewpoint.
- Quickly identify the characteristics and needs of people with different buying styles.
- Utilize effective listening and questioning strategies to guide conversations
- How to network multiple buyers

Audience

- Associates, new lawyers, accountants
- Associates who need to grow professional service
- Business Developers for professional firm
- Client Success Managers
- Anyone in an influencing role

Unique Onsite Sales Training Delivery

Contact jcane@predictivesuccess.com
for more information and to register.

predictive  success®

"PI has given me a quantifiable and sustainable approach to predict sales performance"

Joan Jones
Senior Manager, Nissan



"What we've done is test out the specific capabilities of the SSAT and then at the end of the year we retest it to ensure that it had an impact. And it did! In our first year we had a 11.25% increase in sales proficiency."

Michael Weening
VP of Field Operations, Calix

Selling is a competency. Competencies form the basis of the learning that both the articling program and the law practice program are expected to fulfill.

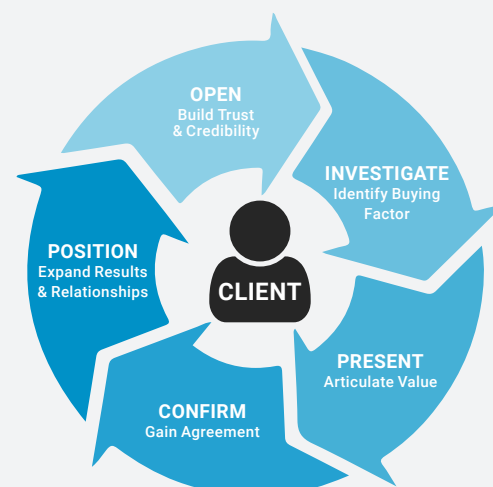
"Establish rapport with the client"

- Experiential Training Competencies, Law Society of Ontario



Barreau
de l'Ontario

PI's proven professional services growth methodology



**Sell more. Sell faster. Build trust
and expand your relationships.**

