

Scientific Selling 2.0

CUSTOMER FOCUSED SELLING – 1 or 2 day workshop

Take the mystery out of sales performance by selling from the customer'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

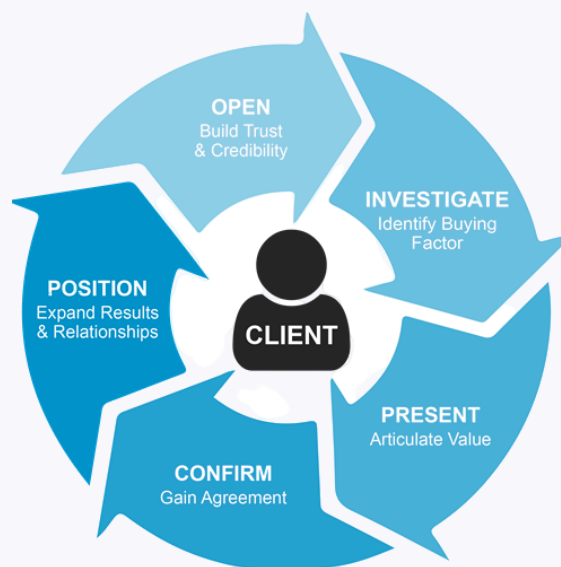
Audience

- Account Executives
- Sales Representatives
- Business Developers
- Client Success Managers
- Anyone in an influencing role

"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!"

Michael Weening
Vice-President, Field Operations, Calix

PI's proven sales methodology



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