

Call High – Bring Value Workshop



The world of selling is under siege. Transactional sales are moving to extranets; companies are dramatically reducing the number of suppliers and moving toward strategic partnerships with higher value-add; buyers are better educated using powerful on-line search tools; product quality is dramatically improved with shortened life cycles, making true product differentiation much more difficult to accomplish and sustain. What's a sales rep to do?

There is only one right answer to this dilemma for a professional sales rep, call at higher levels within prospective clients, uncover their business pain and offer unique value. The alternative is reducing revenues at decreasing margins while accommodating increasingly aggressive and unsympathetic sales managers.

Learning Objectives:

How? Get ready, aim and fire. Nine critical steps, performed in sequence will allow the sales person to successfully change their approach. We will practice:

1. Recognizing why and how much you need to call higher
2. Understanding what value is and how to create it
3. How to prepare for the first and every executive call
4. Techniques for uncovering your prospect's business pain
5. An approach for mapping your value to address their business pain
6. An executive meeting role play

This is no ordinary seminar or training course. This is a focused, intensive, hands-on boot camp for executives and salespeople who need to penetrate the top levels of their target accounts and to succinctly communicate their unique value proposition.

Facilitator: Brian Pleet, Strategico Marketing Group

