



# High Performance Selling Skills

## *How Your Organization Will Benefit*

When you implement High Performance Selling Skills, your organization will benefit from:

- Increased sales and stronger customer loyalty through a customer-focused sales approach
- A sales force equipped with the tools they need to differentiate themselves—and your organization—in a competitive marketplace
- Stronger, more profitable relationships with new and existing customers through EQSKILLS® Communication Tools that create mutual trust and respect
- Increased sales productivity and effectiveness by selling more to existing customers
- Enhanced profitability through improved sales performance
- A common language and approach for your sales force, resulting in improved communication and teamwork
- A sales force motivated to strive for increasingly high levels of performance

## *Program Highlights*

During this highly interactive workshop, participants will enhance their ability to:

- Determine high-potential sales opportunities
- Establish key objectives for each and every call
- Anticipate—and positively influence—a customer's state of mind to ensure a successful interaction
- Build rapport and establish a focus and direction for the conversation
- Identify and align with customers' preferred communication styles
- Gain an in-depth understanding of the customer's unique situation, needs, and motivators
- Listen actively to ensure mutual understanding of the customer's needs
- Develop and present customer-focused solutions
- Continually assess customers' perception of any product or service recommendations
- Address customer concerns in a way that moves the sale forward
- Gain the customer's commitment to meaningful next steps in the sales process
- Secure the sale, strengthening the customer's loyalty by demonstrating appreciation
- Remain alert to triggers that signal ways to enhance a customer's situation with additional products or services
- Seek referrals in a way that preserves customer's goodwill and trust

## *How Learning Takes Place*

High Performance Selling Skills offers a comprehensive approach to improving sales professionals' performance with customers. The program ensures that participants master the skills and concepts presented by employing a variety of interactive training methods:

- A prework assignment to set the stage for a successful learning experience
- Short readings to familiarize participants with program skills and concepts
- Applications exercises to enhance participants' understanding of how to apply program skills to sales situations
- Video and audio to illustrate skill use in realistic sales situations
- Discussion to explore ideas and share best practices
- Group exercises to reinforce skill use
- Case studies and role plays to apply program concepts and skills to real-world situations
- Practice exercises to allow participants to practice and evaluate their skill use in realistic sales conversations