

Alessandra On...

Collaborative Selling:

How to Gain the Competitive Advantage in Selling

Selling today requires creating long-term customers rather than one-shot sales. It has evolved from a transaction mentality to building relationships; from persuading and telling to problem-solving and helping; from low-price selling to value-added selling. In this dynamic program, Tony shows how to move beyond traditional selling to Collaborative Selling by practicing the key skills that turn the customer's perception of the salesperson from a peddler to a solution consultant.

Formats

- **Keynote/General Session**
— 45-90 minutes
- **Workshop/seminar**
— 2-6 hours

Alternate Titles

- **Non-Manipulative Selling**
- **How to Gain the Competitive Advantage in Selling**

KEYNOTE SPEECH/PRINCIPAL POINTS

- Collaborative salespeople focus more on studying customer needs and assuring customer satisfaction
- Prescription before diagnosis...is malpractice
- People don't buy because they're made to understand, they buy because they feel understood
- Professionals are defined not by the business they're in, but by the way they're in business
- When two people want to do business together, they won't let the details stand in the way
- The sale begins when the customer says...Yes

THE WORKSHOP (adds depth in all areas, plus:)

- Targeting Your Best Niche Markets
- Contacting Prospects via Direct Mail and/or Phone
- Information Gathering Skills
- Collaborating Solutions with Customers
- Confirming the Sale
- Assuring Customer Satisfaction
- Individual and small group exercises
- Workbook materials

PARTICIPANTS LEARN (depending on length of program)

- The Six Steps of Collaborative Selling
- Avoiding Sales Slumps
- Outgoing Prospecting and Incoming Prospecting
- The Competitive Advantage Statement
- Summarizing and Prioritizing Needs
- Knowing Your Competitive Advantages
- Addressing Prospect Concerns
- Utilizing the Stairs of Customer Loyalty
- Building Customer Intimacy
- Conducting an Annual Customer Review
- Keep in Touch Techniques with Customers
- Penetrating Current Accounts
- Seeking Referrals