



Customer-Oriented Selling™



A winning sales team must learn how to build successful business relationships by helping clients achieve both their business and personal objectives

In today's competitive landscape, sales professionals must be knowledgeable about their organization's products and services, but most importantly they must focus on the customer — what the customer needs and wants. This requires salespeople to connect with their customers on multiple levels, to communicate and listen effectively and to always keep the customer's goals in mind.

Focusing on the Customer Brings Success

No longer can salespeople enter a room, make a presentation and expect to win a sale. Today's customers demand more personal treatment. They want salespeople to know and help them achieve specific goals and objectives. This requires salespeople to be more savvy and customer-focused than ever before.

Customer-Oriented Selling™ program is the most comprehensive and flexible sales development tool available in the marketplace today. Sales forces learn how to build successful business relationships by helping customers achieve both their business and personal objectives. Now, we've updated this renowned course to incorporate new features, including a customer toolkit, more emphasis on strategic thinking, redesigned modules, updated language, added options and increased interactivity.

Customer-Oriented Selling teaches a consultative process for developing understanding and agreement between the customer and salespeople throughout the sales process. It provides a logical, nonmanipulative approach that works; develops proven selling skills; and teaches salespeople to be responsive consultants sincerely interested in helping customers achieve their business objectives.

In short, *Customer-Oriented Selling* offers a route to more satisfied customers, more successful salespeople and better long-term business relationships. The workshop is designed for new and experienced salespeople, sales managers, marketing professionals and it uses the following modules to teach vital sales skills:

- Introduction to Customer-Oriented Selling
- Focusing on the Customer
- The Customer-Oriented Selling Sales Process Modules
- Removing Sales Obstacles

Throughout the workshop, participants view video modeling and vignettes, participate in relevant skill practices and exercises, receive immediate feedback on their techniques, engage in group discussions and activities and leave with a solid sales plan for a targeted customer. The skill practice can be tailored to an organization's customers, products and services and the course and videos can be customized to give an organization the maximum benefits.

Benefits of Customer-Oriented Selling™

- Organizations can tailor videos and practice scenarios around their customers, products and services.
- One-, two- and three-day implementation options are available.
- Two-hour Skill Builder workshop is available for in-field follow-up.
- Program is designed for six to 18 participants.
- Workshop participants receive hands-on experience practicing the program's skills and methods.
- Participants learn to determine the customer's objectives and situation factors.
- Participants learn to understand and use key, customer-focused communication skills.
- Participants learn pre- and post-call analysis techniques.
- Participants learn to conduct sales calls using a proven four-phase customer-focused sales process.
- Participants learn to effectively handle and remove obstacles without feeling uncomfortable or becoming adversarial.

Essential Course Materials

Customer-Oriented Selling can be customized to accommodate any organization or type of business. Each workshop includes the following course materials:

Facilitator Guide

- Provides complete instructions about how to conduct the workshop
- Supplies explanatory information for the trainer, sample trainer narrative, transcripts of video segments and facilitation notes
- Includes facilitator resource CD-ROM, which contains the PowerPoint presentation, additional resources, reproducible pages from the facilitator guide and the participant workbook

Participant Workbook

- Provides concepts, examples and exercises for applying workshop skills
- Offers additional resources including a customer toolkit with all the forms to support the COS process
- Includes a Memory Jogger Card™, which gives participants a handy reminder of the workshop's skill points

Video

- Presents positive examples of the *Customer-Oriented Selling* sales process and the use of customer-focused skills in realistic selling situations

Practice Booklets

- Contains instructions and worksheets for the practice activities



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