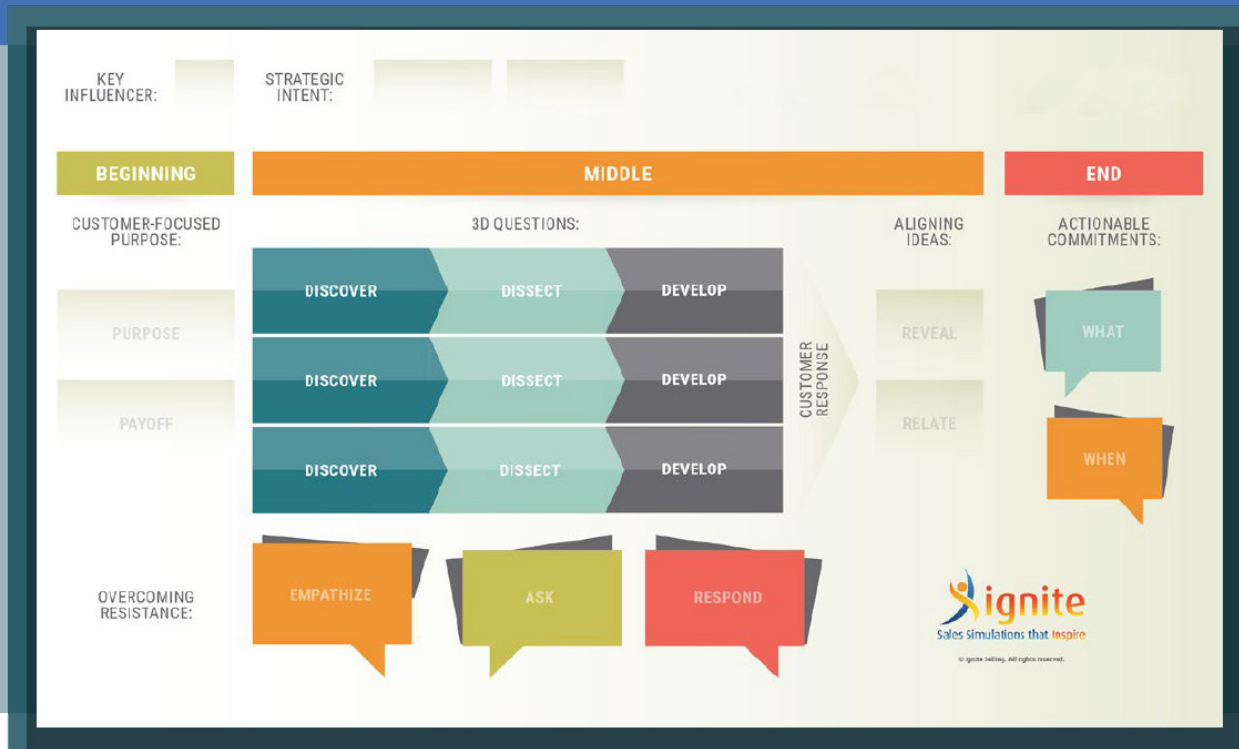


# Ignite Your Customer Conversation

From our thought leader partner Ignite Selling



## Create value with every customer conversation

*Ignite Your Customer Conversation* is a one-day face-to-face selling skills program that enables sales reps to better engage with customers. It covers all major skills required to plan and execute high impact consultative sales calls from opening to close, and specifically:

- Opening the sales call with a customer-focused purpose
- Asking high-impact questions (using the Ignite 3D questioning model)
- Aligning your capabilities with customer needs
- Handling objections
- Closing the sales calls with action

These fundamental skills matter because, more than ever, your customers are smart and highly informed, and competition is intense. If you sell a high-value solution, your salespeople need to be on their game to establish credibility, co-create solutions that will enhance customer value, differentiate from the competition, and move sales forward. If your people can't execute the basics, then they will waste time, lose credibility, get outsold, and ultimately fail.

**For additional information**, visit [Advantage Performance Group](http://Advantage Performance Group), call us at (415) 925-6832 or email [contact@advantageperformance.com](mailto:contact@advantageperformance.com). Explore our complimentary resources at [apg1.us/free](http://apg1.us/free).

