



Customer-Centered Selling Skills

Client Sales Training Challenges

- Cost-effectively deliver training to a widely dispersed sales force
- Address the training needs of sales people with varying levels of experience
- Consistently present product and service information in a relevant, easy to learn, easy to remember format
- Provide opportunities for sales people to practice skills presented in classroom training through role-plays with virtual customers.

Custom Learning Solution

Our custom designed e-learning programs enable sales people to practice skills and receive expert coaching in a safe online environment. Our e-learning solutions are structured around two core elements:

Video Scenarios - Interactive role-plays where the salesperson communicates directly with virtual customers selecting responses as they would in an actual sales situation. If good choices are made, the virtual customer reacts positively and the scenario plays out successfully. Poor choices lead to a different customer reaction and the sales person will be coached to identify a better choice.

Sales Toolkit – Reference material such as an explanation of the Sales Process, Useful Expressions, Product Information, and FAQ are also included.

Skills and Best Practices Learned

- Identify and approach the target customer set.
- Understand customers based on lifestyle, preferences, and needs.
- Use the appropriate business manner when communicating with a customer depending on the customer's personality and style.
- Present products and services in a way that is relevant and interesting to the customer.
- Understand customer's interests and leverage these points in sales discussions.
- Move the sales discussion toward a successful close while being attentive to the customer's desired pace.
- Reinforce company branding.

