



Buyer Centred Selling

In this two--day intermediate level workshop, we revisit the processes, skills and tools necessary to improve the participant's ability to effectively communicate, build relationships with prospects and clients and win more business. This is accomplished through a combination of highly interactive lectures and "doing-it" clinics and role plays with as much as 40% of classroom time devoted to practicing the tools and methodologies learned in the workshop. The benefit of this format is that participants leave the workshop with the confidence and ability to effectively use the consultative selling and relationship-building tools learned in class immediately – thereby maximizing retention and the investment in the training

Over the course of the two days, the program will refresh and review the key concepts of:

- Warm prospecting
- The Consultative Selling process
- The key steps in delivering Effective Presentations
- The importance of establishing Trusted Advisor relationships

Participants will be introduced to:

- Unique Value Propositions
- Competitive Advantages
- Strategic Account Management and Planning

Participants will learn:

- The practice of consultative, needs-based business development
- Why it's important to utilize a pre-planned meeting structure and how to develop a template
- How to craft and communicate an impact statement that clearly defines what makes their firm and themselves unique
- The difference between a unique value proposition and a competitive advantage
- The purpose of a Strategic Account Plan
- How to create your own Strategic Account Plan for a client or prospect
- The five essential questions at the heart of any successful sales strategy
- Where, when and how to leverage and communicate your CA and UVP
- Getting out of your comfort zone and "style" in order to start a conversation

RIBO Accredited: 13 Personal Hours
Alberta CE: General & Life: TBD