

CustomerCentric Selling Workshop™

CustomerCentric Selling® is a structured sales process training workshop that helps sellers succeed. Both sales and support organizations learn how to use specific sales process tools and methodologies and change their behavior accordingly.

Agenda

- Sales training workshop that is adjusted to defined sales process
- Training sales people to a defined sales process and sales tools
- Develop and communicate pro-actively in sales cases and negotiations
- Increase the overall sales competence of the participants to better achieve their objectives, manage the virtual teams and bring more value to the customers

Why

- To increase sales revenue and develop sustainable sales culture
- To increase sales hit rate and improve success metrics
- Agree common principles how to become a high performing revenue generator by engaging other internal resources

To Whom

- Sales teams, Sales Managers, Project managers
- Presales and Sales Engineers
- Sales support and marketing

Deliverables

- Adopt the consultative sales skills and sales techniques to sell large opportunities
- Capability to better manage complex sales projects and sales opportunity teams
- Proven method to be applied when meeting customers senior executives
- Capability to use common terminology for both strategic and tactical activities
- Ability to recognize the most profitable sales projects early
- Tools and methods to align sales opportunity with the customer buying process
- Improve sales management capability to coach sales teams and sales opportunities

Five-step-approach™



Success Story Case Example – ICT Company

Customer Challenge

Customer sales management was not able to conduct reliable sales forecasting to the sales review meetings. Sales forecasting variation was more than 30 percent and sales management had no tools to make corrective actions proactively. This was due to the reactive sales practice and unhealthy sales pipeline.

Solution Provided

In the beginning the customer defined a systematic sales opportunity management process that was embedded into the customer's CRM system. Then both the management and the sales force were trained to follow the process and apply the sales tools and techniques in order to better engage and understand the customer buying cycle. This was done during series of Customer Centric Selling® workshops.

Result

Sales forecasting accuracy improved dramatically. After two years of the first training workshop sales forecasting variation has dropped down to three per cent and the sales management has now remarkably better foresight into the future sales.

Why Customer Centric Selling Europe™?

The client chose Customer Centric Selling Europe™ as they proved that the methodology empowers the experts to help in applying and benefiting from sales process. CCSE™ had a clear track record of providing the sales training and applying the sales process approach during the whole training period with more than 8 different European languages.

