

MEANING MORE TO CLIENTS™ SERIES

MEANING MORE TO CLIENTS™ SALES TRAINING SYSTEM

Business Challenge

The reality of today's marketplace demands that salespeople see the world from the customer's side of the desk. Sales calls are expensive and salespeople must capitalize on the limited face time they have with customers. Customers are bombarded with questions from salespeople; the key is to ask the right questions at the right time to design conversations that advance the sales process.

The Focus

Meaning More to Clients™ Sales Training System develops the critical attitudes, skills, and tactics for engaging customers at the defining moments of the sales process. From prospecting to close, participants are provided proven techniques to shape an approach that helps them sell the way their buyers buy. Participants will learn how to synthesize information garnered from active research to prospect for, advance, and close a greater number of qualified sales opportunities. The program concludes with 90 days of real-world reinforcement.

Key Content

- Anticipating ways to create unique value, deliver usable information and share professional insight
- Opening prospecting calls, ensuring positive first impressions, and transitioning outbound calls to face-to-face meetings
- Developing an "elevator pitch" and conversation framework
- Exploring needs and playing back customer feedback to collectively shape "solutions"
- Closing more business through a "relationship review" process that makes it easy for prospects to say "yes"
- Reinforcing key content and addressing live sales challenges

Outcomes

By participating in **Meaning More to Clients™ Sales Training System** participants will be able to:

- Follow a sales process that generates higher close ratios
- Articulate *what* to do and *when* with a prospect
- Craft a story that's meaningful and different
- Respond credibly to questions and objections
- Advance sales situations by persuading through engagement
- Arrive at a point to make intelligent recommendations
- Foster future business by delivering flawlessly and demonstrating value in the relationship ongoing



WHO WILL BENEFIT

The **Meaning More to Clients™ Sales Training System** is for organizations and individuals looking for greater consistency in their approach with prospects. Perfect for Sales Managers and Salespeople operating in complex selling environments with longer sales cycles.

DELIVERY

Delivered in 2-Day workshop or in a modular spaced learning format, the program is complemented by a 90-day reinforcement process focused on live sales challenges.

ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Global 2000.