



“Salesmanship, too, is an art; the perfection of its technique requires study and practice.” -James Cash Penney

- Are you a *producer*?
- Do you know how to turn an *implicit need* into an *explicit need*?
- Are you a “professional” who has to *find* their own business?
- Is your sales support person adding value to the sales process?

Strategic Selling Workshop

Improving Selling Results

Many *sales people* are born out of possessing expertise in a particular subject, having a “people” personality, and an opportunity to share this information with potential customers. Most self-made sales professionals learn the nuances of sales along the way – not knowing *the process*. This workshop focuses on *strategic selling* versus “hit or miss” selling, and is designed to help participants improve selling effectiveness through selling process improvement.

Topics Offered:

- **Communication Model**
- **Building strong relationships**
- **Personality Tendencies and *reading your customer***
- **Turning an implicit need into an explicit need**
- **SPIN Selling & Role-plays**
- **Enterprise selling**
- **Handling Objections**
- **Emotional Intelligence**
- **Presentation Skills**

This interactive program includes thought-provoking exercises, activities, and role-plays - *customized* to fit your organization and goals. Topics are explored through *deep learning* and *experiential models*, to maximize long-term, practical application. As sales professionals evaluate their goals, style, and system, *shifts in thinking* begin to occur. *Shifts in thinking* motivate *shifts in behavior*, producing stronger, more impactful strategic, sales professionals. ***We advance sales people by engaging in straight talk.***



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