

### *Module 1: Partnering*

- Distinguish between peddler and partnership approaches
- Define benefits for partnering
- Apply skills and tools to facilitate long-term partnerships
- Provide value over and above the product
- See the sales process from the customer's point of view
- Identify four personality styles and how to work best with each
- Identify five buyer roles
- Create rapport with customers through "mirroring" techniques

### *Module 2: Value Profiling*

- Understand why customers buy and what customers value
- Develop questions for your value profile to address the needs and values of customers
- Apply the value profile to match your own products and services to customer-defined value
- Develop an "up-front close" to ensure that both your time and your customer's time is well spent
- Focus your presentation to say, "Here's what *you* said you wanted."

### *Module 3: Developing Benefits*

- Know the difference between facts, features, benefits, and "partners benefits"
- Tailor benefits to specific customers
- Identify benefits for your own products or services
- Use a formula for developing and presenting benefits
- Present a product in terms of benefits that answer the buyer question, "What's in it for me?"

### *Module 4: Presenting Solutions*

- Construct partnership presentations that involve your customers
- Identify and evaluate the elements of an effective presentation
- Plan for the logistics of a presentation
- Conduct a presentation with appropriate benefit statements to meet the prospect's needs
- Understand obtaining and using "PROOFS" and other materials to back up your presentations
- Design and practice the presentation using literature, visual aids, and support material
- Make a confident and persuasive presentation that will close the sale

### *Module 5: Handling Objections*

- Recognize objections by type
- Determine which objections are productive to answer and which are not
- Form appropriate responses to objections using a four-step procedure
- Handle objections positively
- Be confident in handling objections
- Use objections to move the sale along

### *Module 6: Closing*

- Understand what closing is and what it is not
- Gauge how well you have carried out the whole process by your customer's readiness to close
- Recognize when the customer is ready to make a decision
- Use trial closes to define closing opportunities
- Develop closing objectives that meet both the needs of your customer and your need to make a sale
- Develop a variety of approaches that facilitate customer decisions

### *Module 7: Putting It All Together*

- Apply the core skills that you have been learning throughout the program
- Practice your own Action Plan for your CSO through role-playing
- Act as a key decision-maker for one of your task force member's role-play
- Work in a team to aid, observe, and critique