

## Sales force communications training

From seller to change management facilitator

The following modules are delivered over **6 or 12 months**. Typical engagements involve **on-site and online** training & coaching. **Small group coaching** is included. One-on-one, situation-based coaching is optionally available.

### **Fundamentals: The difference between selling and facilitating change**

Sellers leave this module with clarity & appreciation for:

- Differences between solution selling & buyer change facilitation (BCF)
- How BCF is not sales, nor marketing, & how it's necessary for both
- Facilitating conversations about internal change *before* solution selling

### **Workshops: Customer buying systems**

Sellers leave workshops with:

- A way to listen for “decision systems” instead of their own biased sales goals
- Change management processes customers must go through---in order to buy
- How to recognize when it's time to start selling

### **Coaching: Change facilitation intensives**

Sellers leave coaching able to:

- Start & drive conversations forward using unbiased, change facilitation questions
- Determine if any given buyer is able & willing to change (faster)
- Identify what created the buyer's status quo in any given account
- Share content in context with customers'/prospects' change stages

### **Outcomes your organization can expect:**

- compressed buying & sales cycles
- shape the RFP process
- poor leads qualify-out faster
- good leads close faster
- increased gross margin due to decreased cost of sales