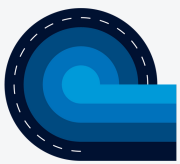




**Take the Lead® with Consultative Selling.** Develop consultative skills and strategic insight to solidify preferred position with the customer. Designed to build on the content and models presented in Dimensions of Professional Selling®, this intermediate-level workshop combines diagnostic tools, thought leadership and street-smart business savvy to help sales professionals create exceptional differentiation and value. Explore the strategic elements of selling, create a holistic business case, and enhance success through quantification of customer needs and the benefits of adopting your solutions.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

## What You'll Learn



### Aligning for Success

Learn an analytical model to objectively assess your current standing with customers and their decision makers. Discover tools to further penetrate customer organizations and strategies to align internal resources for success. Explore ways to gain insight into the customer decision-making process. Understand various organizational structures and how to successfully navigate them. Learn the concepts and implications of Business Drivers, Critical Concerns, and Decision Criteria.



### Business Case Selling

Take a disciplined approach to understanding your customer's current business situation. Discover how to create value in the buying experience by inspiring buyers with insights and new ideas and crafting compelling solutions. Learn research, interviewing, needs analysis, and process mapping techniques to identify customer business drivers. Learn our proprietary Business Case Exploratory and Planning model and how to quantify customer needs and the results/ROI of choosing your solution.



### Decision Criteria and Process

Create an organization road map to understand inter-connectedness in decision-making and identify key stakeholders. Understand what the real decision criteria is and how to influence it to your advantage. Learn how to assess the competition and use a decision criteria matrix. Explore how organization type influences the decision process. Recognize the various buying orientations and adapt your style and presentation to address the needs, concerns, and implications of each.

More →



## Packaging the Business Case

Leverage our proven presentation model to develop and deliver high-impact business case proposals that engage the customer, make them part of the solution, and secure approval to proceed. Create comprehensive solutions designed to address each customer's unique buying process, business realities and desired results. Quantify ROI and positive business impact. Create an enthusiastic and receptive environment, whether presenting one-on-one or to a large group. Strengthen closing skills and the ability to activate next steps that ensure successful adoption of your solution.



## Capstone Plan and Presentation

Prepare for a strategic business call with a real client. Apply the Business Case process to a specific account, including preparation, action steps, and responsibilities to complete the process through delivery to the customer. Present to workshop participants and receive peer and instructor feedback. Develop an action plan to implement the business tools and skills learned in the workshop across the largest opportunity accounts in your customer portfolio.



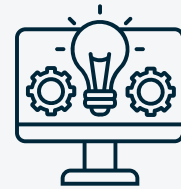
## Program Benefits

- Increased revenue and profit
- Increased win rates, deal size
- Accelerated sales cycle
- Increased sales productivity
- Greater account penetration
- Achieve trusted advisor status



## Program Highlights

- Client-specific customization
- Proprietary process models
- Capstone plan & presentation
- Energy, interaction, fun
- Participant Certification



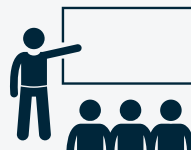
## Reinforcement

- Personalized Smart Room
- Online LMS
- Thought Leadership
- Alumni Community Forums



## Who Should Attend

- Graduates of DPS®
- Sales Professionals
- Sales Managers
- Account Managers
- Business Development



## Delivery Options

- Live Onsite Instructor-led
- Live Virtual Instructor-led
- Custom Onsite/Virtual Blend
- Train-the-Trainer Certification



## Program Duration

- Onsite: 2.5-3 days
- Virtual: 1 wk. | Two 2.5 hr. sessions/day