



Become the Only Choice. Our flagship sales development program is easily remembered, elegantly simple, and remarkably flexible. This award-winning training establishes a common language, culture, process, and set of behaviors that boosts closing rates and strengthens customer relationships. Learn proven strategies and frameworks for getting to the heart of customer needs, collaborative problem-solving, and converting prospects and current customers into lifetime business partners. Reach a new level of professionalism, productivity, and results...the standard of excellence against which all sales professionals are judged.

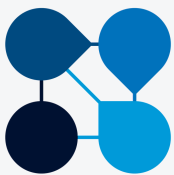
Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants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

What You'll Learn



Customer Perspective

Learn a results-producing model for becoming truly customer-centric. Develop critical listening skills and techniques to ensure understanding of the customer's perspective and development of benefit-focused recommendations that satisfy their needs. Recognize common needs, values, motivations, and buying orientations that affect the decision-making process; learn communication and relationship strategies for each to achieve desired outcomes.



Objection Handling & Productive Communication

Master a simple, defined, and repeatable communication process to fully understand customer needs, perspectives, and challenges. Learn to handle objections in a way that overcomes resistance, diffuses anger, and uncovers additional opportunities. This proven model gets to the heart of customer needs while building trust, credibility, and rapport.



Opportunity Identification & Value Creation

Learn a disciplined and flexible model that uncovers often hidden, but very real, customer opportunities. Develop competency in gathering vital information, understanding customer-perceived actual vs. ideal states, identifying areas of opportunity, and developing action plans. Generate real value for customers while creating competitive advantage.

More →



Presentations with Purpose

Leverage our proven presentation model to develop and deliver high-impact proposals that engage the customer, make them part of the solution, and capture the business. Learn to distinguish between Features, Advantages, and Benefits. Create an enthusiastic and receptive environment, whether presenting one-on-one or to a large group. Master the art of closing and activating next steps that ensure successful adoption of your solution.



Strategic Account Management

Learn the fundamentals of our proprietary Strategic Selling Plan system and how to use it to activate a more intentional, focused sales effort. Master recognizing how customers respond to your sales style and adjusting dynamically so that transactions and relationships move forward. Develop the confidence and competence to take the lead in securing and retaining preferred position within the business relationship.



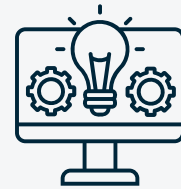
Program Benefits

- Increased revenue and profit
- Increased close rate
- Accelerated sales cycle
- Common language, process
- Customer-centric culture
- Strong customer relationships



Program Highlights

- Client-specific customization
- Proprietary process models
- Strategic Selling Plan system
- Videotaped skills practice
- Energy, interaction, fun
- Participant Certification



Reinforcement

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



Who Should Attend

- Sales Professionals
- Account Managers
- Business Development
- Sales Enablement
- Marketing Professionals



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