



**Identify and Seize Sales Opportunities with Every Customer Interaction.** Empower Inside Sales professionals with the skills and confidence to convert prospects into customers, solve problems, identify and seize upsell/cross-sell opportunities, and build strong, profitable relationships. Learn a powerful customer-focused communication strategy that optimizes the outcome of every customer interaction. Employ a simple, flexible format for uncovering additional business opportunities as a natural outcome of conversations with customers or prospects. Activate more intentional, focused inside sales strategies, tactics, and techniques to develop the unique competencies of selling and relationship-building in the absence of in-person conversations, to improve position in the marketplace, and to grow sales.

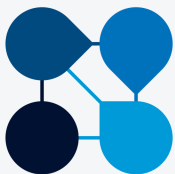
Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Excellence in Inside Sales can be taught as a stand-alone program or as a component of other Carew sales or customer service training. Carew facilitators create 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. Understand how voice, tone, and actions impact customer experience and how customer experience drives behavior and receptivity to additional opportunities. 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 and create a privileged relationship.



### Customer Engagement & Productive Communication

Discover how to turn customer problems into new sales opportunities. Master a simple, defined, and repeatable communication process to fully understand customer needs, perspectives, and challenges. Hone active listening skills and effective vocal presence when engaging customers over the phone. 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.

More →



## Opportunity Identification & Value Creation

Learn a disciplined and flexible model that uncovers often hidden, but very real, customer opportunities. Master a variety of questioning skills and techniques to spur collaborative problem solving and inspire new ideas. Develop competency in pre-planning, gathering vital information, understanding customer-perceived actual vs. ideal states, identifying areas of opportunity, and developing solutions. Generate real value for customers while growing your business and creating competitive advantage.



## Presenting with Purpose

Turn problem-solving and coping into influencing and relationship building by leveraging our proven presentation model. Learn when and how to present high-impact proposals that engage the customer, make them part of the solution, and capture the business. Convert conversations of good intent into a results-producing value proposition. Discover how to anticipate customer demands and be prepared with potential value exchanges. Master the art of advancing the sale, closing, and activating next steps that ensure successful adoption of your solution.



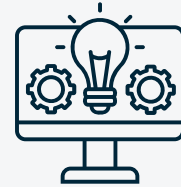
### Program Benefits

- Increased revenue and profit
- Customer-centric culture
- Increased customer insight
- Increased customer loyalty/LTV
- Employee retention, growth



### Program Highlights

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



### Reinforcement

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



### Who Should Attend

- Inside Sales Professionals
- Inside Sales Managers
- Sales Enablement



### 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