Mastering Key Customer Selling Skills

Take the Lead® as a Trusted Business Partner. Master next-level consultative selling skills to lead buyer-focused dialogues, link value to customer needs, and navigate the customer decision-making process. Designed to build on the content and models presented in Dimensions of Professional Selling® and Advanced Positional Selling®, this masterclass-level workshop builds proficiency in account management, increases sales productivity, and elevates high-performing sales professionals to trusted business partners.

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

Assess & Invest in the Relationship

Review the attributes, competencies, and traits of sales professionals who earn trusted advisor status with their customers. Learn an analytical model to objectively assess your current standing with customers. Identify gateways and opportunities for building trust. Master critical listening and probing skills to ensure understanding, create an empathetic climate, and support a privileged business relationship. Explore ways to gain insight into the customer decision-making process and leverage it.

Connect Insight to Opportunity

Revisit the concepts of Business Drivers, Critical Concerns, and Decision Criteria. Deep-dive into research, interviewing, needs analysis, and process mapping techniques to identify customer business drivers and understand their current business situation. Craft compelling solutions that link to customer needs, opportunities, and buying process; inspire decision makers with new insights. Learn strategies to align internal resources for success. Master our proprietary Business Case Exploratory and Planning model.

Decision Systems & Strategies

Hone techniques to uncover the true Selection and Evaluation Criteria. Identify key stakeholders. Recognize buying orientations of the decision hierarchy and successfully adapt your style and presentation to address the needs, concerns, and implications of each. Discover tools to gain access to strategic call points. Deep-dive into how organization type influences the decision process, and master the skill and language required to successfully navigate decision makers.

More ⟶

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Packaging the Business Case

Master 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. Master the art of closing and activating next steps that ensure successful adoption of your solution.

Capstone Plan & 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
Increased account penetration
Achieve trusted advisor status
Increased customer loyalty/LTV

Program Highlights

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

Reinforcement

Personalized Smart Room
Online LMS
Thought Leadership
Alumni Community Forums

Who Should Attend

Graduates of DPS® & APS®
Sales Professionals
Sales Managers/Executives
Account Managers/Executives
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

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