

DIMENSIONS OF PROFESSIONAL SELLING®

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Workshop Details

Dimensions of Professional Selling® is Carew's award-winning flagship sales development program. It's easily remembered, elegantly simple, and remarkably flexible.

Participants Will:

- Establish a unified sales approach that boosts closing rates and strengthens relationships
- Master critical listening and communication techniques to uncover customer needs and build rapport
- Recognize common needs, values, motivations, and buying orientations
- Utilize proprietary process models and frameworks to enhance sales skills and strategic planning
- Learn a proven process to handle objections, overcome resistance, defuse anger, and uncover additional opportunities
- Develop and deliver high-impact proposals using our proven presentation model
- Learn the fundamentals of our proprietary Strategic Selling Plan system
- Develop the confidence and competence to take the lead and secure preferred position within business relationships

Participants receive access to a personalized digital Smart Room that acts as a communication and collaboration hub and contains workbooks, personal assessments, documents, planning guides, and training reinforcement to use before, during, and after the workshop.

Format:

- **In-person Workshops:** Live, in-person, instructor-led workshops are 2.5 days with two 8-hour sessions and one 4-hour session
- **Virtual Workshops:** Live, virtual, instructor-led workshops are 5 days with two 2-hour sessions each day

Regardless of delivery method, the workshop is designed to offer a dynamic learning experience through keynote presentations, facilitated discussions, interactive breakout room activities, collaborative group exercises, and participant role-plays.

Investment:

Our standard workshop is \$2,900 per attendee. Special rates are provided when two or more individuals from the same organization register and for DPS® alums looking to reinforce their training.