

2-DAY Workshop

REALITY-BASED SELLING

Practical Strategies to Close More Business



GREEN DOOR CONSULTING GROUP

Pitching, convincing and discounting are antiquated selling strategies that have undermined sales professionals and their client relationships since the beginning of time. None of these strategies build credibility, increase respect or deepen relationships. In fact, they do the opposite.

Over the years' questionable sales management, company quota's and cookie-cutter trainings have contributed to many sales professionals to losing their way. Our intention is to help each of our clients improve the quality of their relationships and we believe that trust and transparent communication are the two essential pillars required to make this happen. Let us show you how to simplify the process, rid your pipeline of poorly qualified opportunities and make it easier for your clients to make decisions and want to buy from you.

REGISTER TODAY

- 2 days of training
- materials
- lunch & refreshments

YOU WILL LEARN HOW TO...

- Build relationships grounded in trust
- Communicate effectively
- Establish expectations and agreements with the right people
- Qualify opportunities properly
- Help their clients make better decisions
- Present solutions that are aligned with client expectations
- Close business efficiently

WHO SHOULD ATTEND?

- Sales Managers that want to do improve the effectiveness of their sales teams
- Seasoned Sales Professionals that want to strengthen their client relationships
- Junior Sales Professionals that want to close more business
- Internal Sales Professionals that want to work on qualified business opportunities

COMMON CHALLENGES:

- Not viewed any differently than your competition
- Not always talking with the right people
- Sales and delivery often work against one another
- The client buying process is lengthy
- Communication breakdowns throughout the sales process
- Clients push you around during negotiation process
- Spend too much time respond to client requests without a full understanding of their intentions
- Clients disappear on you after the initial call
- Clients are reluctant to answer important questions
- Pipeline is filled with opportunities that have stalled
- Too many clients back out of deals
- Losing business on price
- Our presentations must be perfect in order to win business

and more...



Dave Turano and Kevin DeNorscia

"Your team is a reflection of you and what you choose to tolerate"

— JCE CONSULTING



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