**Selling Solutions: Achieving Success in Sales with Integrity**

**Course Description**

Are you ready to empower your sales team to increase revenue, shorten the sales cycle, and help your customers to see you as a trusted partner?  Through an interactive and lively training event we can help your team to become excited about your organization's approach to strategic selling and learn how to become a solution provider for your customers.  This is not your average sales training!  With proven business experience we'll help your team implement practical and proven methods for success.

**Who Should Attend**  
This course is designed for sales professionals, managers and directors and for anyone in the organization that has an impact on selling to your client base.

**Learning Objectives**This course is designed to provide students with a new or enhanced perspective on sales, helping your team to develop an approach to becoming a solution provider with integrity. We’ll explore topics from how we approach sales, to key principals in better understanding what your clients truly need. Together, we’ll explore ways to help clients discover the value of working with your organization as a preferred partner rather than just for a simple sales transaction.

**Course Outline**

This course provides a deep dive into the following four components:

* **Attitude** – How our approach to the process can either hold us back or empower us to achieve our goals.
* **Clear** **Value** – Understanding how your organization is different from the competition and creating a clear and compelling message for prospective clients.
* **Discovery** – Leveraging the power of questions and great listening skills to become a trusted advisor.
* **Process** – Defining a clear and efficient process that drives success.

**Course Format – Options available of 8 or 16 hours**Combination lecture and classroom exercises.