

# Client-Centered Sales™



## **Sell with Confidence**

Arm your team with the tools they need to develop and execute sales plans that get results. By using a non-manipulative, client-centered approach, your sales team can convert more incoming sales inquiries and make better sales calls every week, thus driving incremental revenues.

Signature Worldwide, a leader in sales and customer service training, delivers a high-energy, interactive session filled with role-plays and best practices that will help anyone responsible for closing a sale!

Whether a rookie or veteran sales person, this training session will help individuals take a more proactive, disciplined approach to selling in order to see significant and sustainable increases in revenue.

### **The Client-Centered Sales™ Course Covers:**

- Establishing credibility and rapport within the first minute of a customer interaction
- How to ask better questions and be a better listener
- How to maintain higher rates and offer alternatives
- Responding to issues, concerns and objections
- Advancing the sale, resulting in more appointments
- Gaining commitment that builds client loyalty
- Asking for the business at the right time and in the right way

By giving associates turnkey techniques that improve the quality of their sales efforts, they will achieve sales goals and have the confidence to deliver the type of client experience that boosts profits.

### **Training Delivery Methods:**

This training is available onsite or via interactive web classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

### **Description**

This training session teaches associates a simple formula for better selling that is guaranteed to increase conversion rates and revenues by building transactional and relationship selling skills.

### **Who Should Attend?**

- Vice Presidents of Sales
- Directors of Sales
- Sales Managers
- Business Development Managers
- Regional Managers
- Account Managers
- Sales Representatives
- Inside/Outside Sales Teams
- Field Sales Representatives
- Counter Sales Representatives

### **Learning Objectives**

Through a variety of techniques, including role-playing, employees will learn:

- How to approach clients by both taking and making sales calls
- Techniques used to receive information from clients
- How to assess if the client is the “right match” for your company
- How to present benefits by fulfilling both emotional and logical needs
- How to shift conversations to avoid presenting rates too soon in the sales process
- How to verify information to ensure understanding and advance the sale
- How to respond to clients' objections
- How to gain commitment from clients to advance the sale



## **Additional Services**

### **Coaching & Feedback - Video (Optional)**

Coaching sessions are powerful and memorable, and will help reinforce skills learned in the classroom. This will ultimately drive behaviors that lead to more closed sales.

During the Instructor-led On-site Training program, you have the option of having Signature take video of participants performing during the final role play. The final role play will take place at the end of the training program, after participants have learned all essential selling skills. Signature will provide coaching to each participant, based upon performance in the video, to better focus on each individual's needs.

For our Instructor-led Virtual Classroom delivery method, coaching and feedback have been built into the curriculum and, upon request, the sessions can be recorded and provided to you.

## **Ongoing Measurement**

### **Mystery Shopping**

Signature's experienced shoppers will place calls to participating locations quarterly. The calls are recorded and scored to allow sales leaders to monitor performance, coach and develop and track the success of your training program.

### **One-on-One Leader/Driver Sessions**

One-on-One conference calls with your team members are made to discuss engagement, performance results, best practices and areas of focusing moving forward. The sessions are perfect to keep the momentum going and keep your team's engagement in continuing exceptional client relations.

### **Instructor-led Virtual Classroom Modules**

Signature offers four virtual classroom modules to reinforce behavior after initial training is complete. Each module focuses on a different skill learned during the initial training and will be coordinated with your Account Manager based on your team's shop call results and skill development needs.

Modules:

- Approaching
- Receiving Information
- Presenting Benefits and Responding to Objections
- Gaining Commitment and Closing the Sale

### **Signature Cue-Tips powered by Count 5 & Reporting**

Signature Cue-Tips are a great way to engage your staff quickly and effectively. Knowledge checks and reminders are pushed out on a regular schedule to program participants, ensuring the skills once learned are repeatedly reinforced. Each knowledge check takes less than 10 minutes to complete and we have found this process invaluable in ensuring training retention. Reporting is provided that includes participation rates as well as correct/incorrect responses summarized in our online reporting system to identify opportunities for future training topics.