



### **What People are Saying:**

*"The INVOLVE class was amazing! It challenged me to explore deeper into what our customers are doing. It also helped me close positively, Thank you!"*

*"The instructor was awesome. The class gave me a new perspective and a different way of communicating with customers."*

*"INVOLVE made me think of issues I can address, and how to interact more with the customers I serve."*

## **INVOLVE! – SKILLS TO GEAR UP SALES**

Are you meeting your growth objectives? Is everyone in your organization involved in some manner in satisfying the customer? Do your inside sales teams apply a proven process to how they interact with customers? Are your service people looking for opportunities to generate revenue and add value to their service conversations?

Sales is the lifeblood of all organizations. **INVOLVE!** was created to provide sales and service professionals with a proven process to identify customer needs and to have a positive dialog when they are in front of a customer. It is a powerful, one-day packed experience that is customized to your organization and the business issues you wish to address. Building a strong sales culture requires *everyone* in the organization to sell. Everyone is responsible for helping customers succeed. Every conversation with a customer is a selling moment.

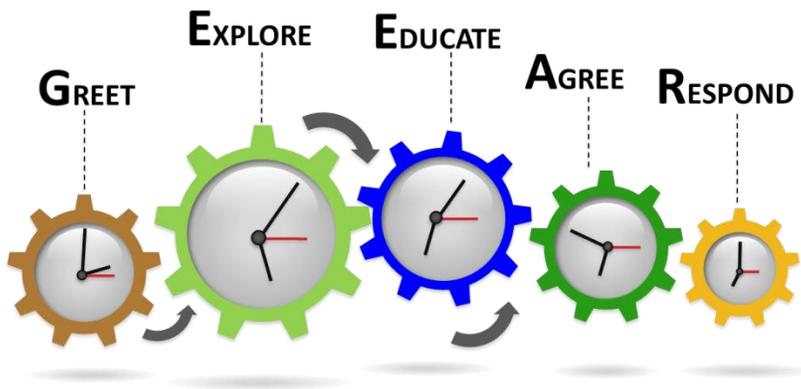
### **THE GEEAR SALES METHODOLOGY AND SKILLS**

The sales methodology detailed in **INVOLVE!** is designed to help the sales or service person become a proactive advisor in the mind of the customer. *Proactive advisors* dig deep to understand the situation, the need behind the need, and the issues and problems that the customer needs to solve. This requires a salesperson to be an intent listener, focusing on the customer's world and not on their own product or service.

In short, the more a sales or service professional understands the customer's situation, the better they are able to offer counsel, insights and recommendations that are received with confidence and enthusiasm.

The **INVOLVE!** name and **GEEAR** acronym - **GREET, EXPLORE, EDUCATE, AGREE, RESPOND** - were selected to convey the expectation that the more the customer is *involved* in the sale, the more likely they will want to buy. It follows a step-by-step collaborative process that ensures the salesperson fully understands the world of the customer and then is able to educate the customer on their solution.

The **INVOLVE! SKILLS TO GEAR UP SALES** workshop focuses on the skills and tools necessary for sales professionals to become highly-effective when working with customers.



## THE GEAR SALES SKILLS

### WORKSHOP OVERVIEW

During the **INVOLVE!** workshop participants are introduced to proven methods and practices that they apply to develop skill *mastery*.

A brief overview follows:

**SALES PROCESS** - In this unit, participants examine selling as a process and are introduced to the **GEEAR** model.

In **GREET**, participants are presented with the concept of a Non-Sales Greeting. This type greeting relaxes the customer and begins building rapport with them. The section concludes with the participants creating and practicing their own Non-Sales Greetings.

**EXPLORE** - In this segment salespeople explore the power of thought-provoking questioning. By asking questions regarding the facts, problems faced by the customer, and the opportunities they may be missing, the salesperson identifies the customer's needs... needs that the customer may not have realized they even had.

The answers to these **EXPLORE** questions help the salesperson ultimately determine what is important to the customer today and in the future.

These questions ultimately allow the salesperson to qualify the customer in terms of timing, budget and the scope of their needs.

In the **EDUCATE** segment, participants are introduced to the Suggest-Seek-Shape model where appropriate features and benefits are introduced that can be tied directly to the customer's needs and requirements. A solution is then shaped in partnership with the customer.

In the **AGREE** unit, participants seek the customer's agreement on moving ahead with the recommendation as well as determining the next steps.

Significant skill practice takes place in this unit using your specific custom case studies and scenarios.

Not every solution that is presented is immediately embraced by the customer. In the **RESPOND** segment participants learn approaches for handling when the customer has a lack of interest as well as when the customer sees a need for something that the proposed solution does not offer.

The final segment of the program, **ACTION PLANNING & WRAP UP** gives each participant the opportunity to transition the skills they have learned into their day-to-day practice. This process also gives managers a vehicle to assess what they have learned and ultimately coach to those skills.

Throughout this program participants engage in a wide range of experiential activities to apply the skills and build confidence in their ability to sell.

### WORKSHOP DETAILS

**TARGET AUDIENCE** – All sales and service professionals with face-to-face or phone customer contact.

**LENGTH** – 1 day

**CLASS SIZE** – 12 to 18 participants

**SYSTEM METHODOLOGY** – Audio exercises, reading, interactive team activities, group discussion, and custom skill practices.

### BENEFITS TO YOU

- Accelerates sales by enhancing the skills and capability of your sales team.
- Establishes a proven methodology and framework for excellence in selling.
- Is customized to ensure alignment with your business direction and targets.
- Provides a clear road map for managers to coach and enable skill mastery.
- Motivates adoption and application via highly engaging and compelling learning and reinforcement experiences.
- Builds salesperson confidence towards becoming and being seen as a "Proactive Advisor."

