



World Class Selling  
Critical Skills for Rainmakers



*"Everyone lives by selling something."*

- Robert Louis Stevenson

*"Rainmakers 'onionize.' They remind themselves to keep probing, to keep asking questions, especially why, why, why, and why. They ask, probe, dig, diagnose, and listen. Customers are more impressed by intelligent, legitimate, get-to-the-problem questions than they are by a phony inquiry."*

- Jeffrey J. Fox, *How to Become a Rainmaker*

## PEERS – WORLD CLASS SELLING SKILLS

Today's highly effective salespeople view their role as valuable, and see themselves as a member of an *outstanding* profession with its own set of skills and technology. They understand that how they establish, build and maintain business relationships is the key to their success. They know that enthusiasm for their profession, coupled with core skills, sound strategies, and mutual respect for others are the foundation for building collaborative relationships that add value for their customers.

The professionals who embrace the challenge, who seek to learn and practice critical selling skills, who strive to keep pace with business events and issues, and who respect and solicit the ideas of others are unequivocally poised to succeed in today's highly competitive environment. They are called "RAINMAKERS" – professionals at the top of their game.

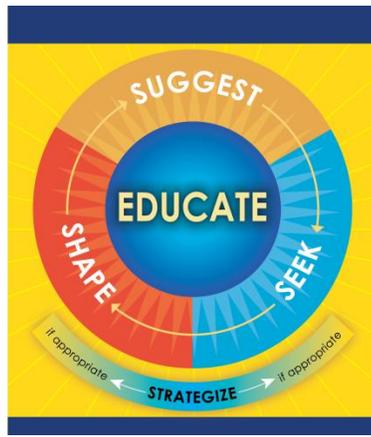
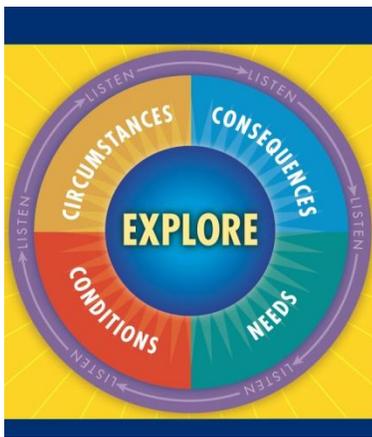
### THE PEERS SYSTEM

Whether one is new to the selling profession, or a seasoned veteran, PEERS will help salespeople discover and revitalize their commitment to selling. The PEERS workshop and system offers participants the opportunity to develop and apply critical selling skills - those identified as making the difference between highly effective and average performers.

PEERS provides salespeople with the skills that help them align with their customer's business needs and ultimately be seen as Business Advisors.

The **PEERS** name and acronym - **POSITION, EXPLORE, EDUCATE, RECOMMEND, SATISFY** - was selected to convey the expectation that the sales interaction needs to be a collaborative, side-by-side experience. The focus of the interaction is on the customer, where the salesperson sees the customer as a peer or equal. The role of the salesperson is to engage the customer in the interaction in ways that encourage both to work together to address their business goals and objectives.

No matter what one sells, in which markets or to what type of customer, business-to-business or business-to-consumer, PEERS provides a powerful methodology for involving customers and gaining their confidence and commitment.



The EXPLORE and EDUCATE SKILL Models

## WORKSHOP DETAILS

**TARGET AUDIENCE** – All sales professionals

**LENGTH** – 3 days

**CLASS SIZE** – 12 to 18 participants

**SYSTEM METHODOLOGY** – HD Video, reading, interactive team activities, group discussion, custom skill practices, assessments, online reinforcement, and follow on applications workshops.

### WORKSHOP OVERVIEW

During the PEERS World Class Selling Skills workshop, participants are introduced to proven methods and practices that they apply to develop skill *mastery*. A brief overview follows:

**FOUNDATIONS** - In this unit, participants examine selling as a process, the four types of selling, and actively study what it takes to be a superior salesperson – a **RAINMAKER**.

In **PREPARE**, participants learn the importance of demonstrating value early. With their own pre-selected account, participants invest time in learning about the customer and their business *before* making initial contact. **PREPARE** also includes planning for the sales interaction by preparing a call plan for their selected customer that communicates true differentiation.

The **POSITION** unit demonstrates how to start sales calls with purpose. It will help the salesperson set the tone and direction for the call as well as specify the value you and your organization can bring.

**EXPLORE** - In this segment salespeople explore the power of thought-provoking questioning. Participants apply a powerful model to use high impact questions specifically targeted to understand the customer's circumstances, problems, opportunities, and

competitive challenges. They then assess the consequences (financial and non-financial) of acting or of not acting to resolve those issues.

These thought-provoking questions help the customer see things from a different perspective, and help confirm the customer's needs and the conditions that must be met to move forward.

**EDUCATE** - Based on the mutual discovery that has taken place, salespeople now educate the customer on the relevant product or service benefits that may address the customer's needs. Yet, learning is a two-way exchange. As the salesperson educates the customer on possible options, the customer also educates and provides feedback to the salesperson in order to collaboratively shape and strategize a viable solution.

In the **RECOMMEND** unit, participants review how to present final solutions in a way that ensures alignment to the customer's expectations and requirements.

Participants then explore the different types of **CUSTOMER FEEDBACK**. They study and learn approaches for handling four types of Customer Feedback: No Interest, Doubt, Interest, and Confident / Committed.

Participants engage in a wide range of practice activities to apply the skills and then build confidence in

managing these challenging customer situations.

The final unit, **SATISFY**, explores what it takes to implement the agreed-to solution and build a lasting value relationship with the customer. It requires the salesperson to define a formal action plan for the solution to be implemented.

### BENEFITS TO YOU

- Accelerates sales production by enhancing the skills and capability of your sales team.
- Establishes a proven methodology and framework for excellence in selling.
- 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 "Trusted Advisor."

