

TURNING INFORMATION INTO SALES

In a competitive marketplace, the salesperson that best understands the client's needs has a distinct advantage. Many salespeople know how to listen for a need and then match a solution to that need. Learning to discover much more than simple connections can yield great rewards. Differentiating on the basis of superior client knowledge helps provide a sustainable competitive advantage. Better information about complex client situations lets the salesperson create high-value solutions for clients and improved sales results.

IGNITE TALENT

■ In *Turning Information into Sales* (TIS), salespeople will be provided with tools to effectively discover business needs, identify what matters and apply it in successful sales. They will develop the essential ability to discover information needed to create highly satisfactory and compelling solutions. TIS expands Discovery into the interactive steps of Gather/Analyze/Use, with advanced models to help salespeople do more thorough discovery and know how to use the results.

OFFERING OVERVIEW

By applying the tools from TIS to conduct better discovery, salespeople will be able to create solutions that meet client needs in more compelling ways and create solution that also increase their sales.

OFFERING DETAILS

TIS is a one-day instructor-led program that can be facilitated by Wilson Learning or by a leader-trained in-house professional.

This enables:

- Face-to-face interaction among the participants and with the facilitator
- True-to-life skills practice with immediate in-person feedback
- The opportunity for real-time commitment to action TIS was developed for each salesperson to directly apply the core learning to their own accounts. In order for this to be most effective, each salesperson will need to gather information on at least one key account prior to attending the course. This information is used throughout TIS to develop a plan that can help create a compelling

solution in order to win the sale. TIS can be followed by (*optional*) coaching or follow-up sessions.

TIS HAS FOUR INTEGRATED LEARNING MODULES:

- **Impact of Performance and Sales Process:** How missing information leads to lost sales and unsatisfactory solutions. How a fundamental sales approach (Relate-Discover-Advocate-Support) can be leveraged to improve sales by improving the Discover step
- **The 7P Model™:** How to identify gaps in information about a client's organization, and gather useful insights about an opportunity in terms of Purpose, Positioning, Plans, Power, Process, People, and Product. How to apply that insight to improve a potential solution.
- **The 3-level Technique™:** How to structure their listening to gather better information, and ask appropriate questions to uncover the meaning and importance behind the facts.
- **I2S Planner™:** How to apply the tools and techniques to specific client opportunities, with guidance from peers and facilitator, using the "Information To Sales" planning tool.

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