

## Professional Development Training

# Adaptive Selling®

**Adaptive Selling®** is an exciting, new approach to sales. You will learn how to sharpen your sales skills to outsell the competition. **Adaptive Selling®** is “selling the way each customer buys.” It is a flexible method that integrates three powerful processes: Relationship Building, Consulting and Solution Finding. **Adaptive Selling®** is designed to enhance existing sales skills and to build on any previous sales methodology or sales training. **Adaptive Selling®** is designed for both new and experienced sales professionals.

### Workshop Description

This two day, interactive workshop builds practical skills through lecture, discussion, simulations and exercises.

The topics covered include:

#### The Need To Be Adaptive

- Business Needs, Customer Needs, Buying Patterns
- The 12 Pillars of Successful Selling
- Your Personal Sales Style
- Selling to: Directors, Expanders, Balancers, Stabilizers and Improvers

#### Assessment Skills: **Interpreting, Clarifying, Exploring**

- Reading Verbal Cues, Vocal Patterns and Body Language
- Active Listening and Clarifying Strategies
- Exploring vs. Probing
- FINDS OUT Discovery Process

#### Adjustment Skills: **Positioning, Influencing, Aligning**

- Consulting vs. Problem Selling
- Consulting Strategies: Features, Advantages, Benefits, Differentiation, Value
- Influencing: Streamlining, Shifting, Synchronizing
- Pointed, Persuasive, Parallel, Practical and Precision Selling

#### Advancing Skills: **Linking, Negotiating, Closing**

- Linking to Opportunities and Objections
- Getting to Win-Win
- Exploratory, Clarification and Recommendation Closes
- Closing Tactics and Rules

#### Who Should Attend

Sales Professionals  
Business Development Professionals  
Sales Managers  
Sales Support

#### Workshop Length

2 days

#### Workshop Materials

**Adaptive Selling®** Index Report  
Workshop Manual  
Win Strategy Planner

### The Challenge:

*Do you know how to “sell the way your customers buy?”*

*Are you dealing effectively with different customer styles?*

*Can you read your customers’ verbal cues, vocal patterns and body language?*

*Can you align your solutions to your customers needs?*

Adaptive Selling® is selling differently to different customers, shifting your sales approach as the sale emerges, being flexible and responsive to whatever is needed and being proactive and anticipating your customers needs.

### Training and Consulting Services Available:

Adaptive Index™  
Adaptive Leadership™  
Adaptive Selling®  
Beyond Gold™ Customer Service  
Better Together™ Team Effectiveness  
Change Management  
CLEAR Communications™  
Conflict Management  
Enhancing Client Relationships  
Executive Coaching  
Interviewing & Selection  
Job FIT™  
Leading Virtual Teams  
Negotiation Skills  
Performance Development Survey (360°)  
Project Leadership  
Project Management Tools & Techniques  
Work Climate Inventory

