

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

