



Optimizing Sales Behavior

Onsite or Virtual – 8 Hours – Optimum Class Size: 4-10 Participants

Training Description

All customer-facing roles within a company must be equipped with the proper capabilities to engage, develop, troubleshoot, and satisfy customers and prospects. This training offers participants the opportunity to learn the skills necessary to improve sales and customer service behavior across the organization. ASLAN Sales Training is recognized worldwide for its unique approach to skills training in sales and customer-facing roles. This training includes basic prospecting for improving early-stage selling skills as well as the full-cycle other centered selling, which covers all stages of the sales process from prospecting through close. Through instructor-led presentations and group discussions, participants will learn sales tactics to help build comprehensive solutions to address customer needs. When companies choose to support the improvement of their sales and customer-facing teams with structural and behavioral training, existing customer relationships expand, and access to new customers and markets becomes less elusive for businesses of all size. Optimizing Sales Behavior is delivered onsite or virtually and is intended for sales managers, sales representatives, and other sales department personnel.

Training Objective

Participants will learn how to position themselves at the start of the conversation with the customer or prospect to optimize success. Furthermore, participants will learn how to engage their existing and prospective customers to then understand how they can best meet their needs. Participants will learn how to build a comprehensive solution to address customer needs and advance their Next Buy decision.

Skill Attainment

This training will teach participants how to be a more valued member of their organization by enhancing their sales strategies. These skills include:

- Positioning the representative and opportunity for success from the start
- Understanding influence and how it drives sales success
- Engaging customers and prospects
- Discovering customer and prospect needs
- Building a comprehensive solution to address customer and prospect needs
- Advancing the customer and prospect's Next Buy Decision Step
- Creating and sustaining influence from engagement to presenting the final solution