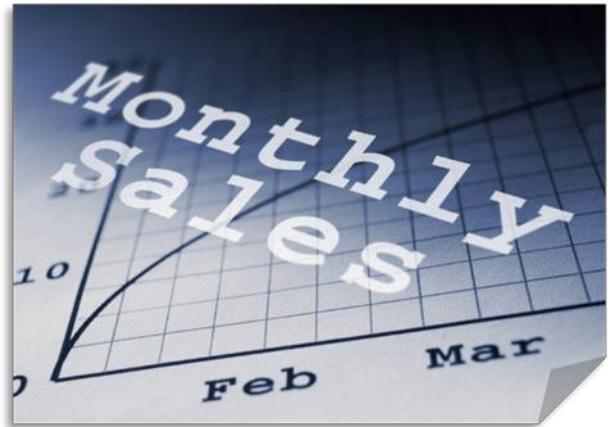


The Art of Solution Selling – Part 1

In today's global marketplace, sales professionals are asking themselves: "How can our organization compete more effectively? How can our organization deliver ever increasing levels of revenue and profit production? How can our organization effectively increase the velocity of sales opportunities and close them sooner?"



At the same time customers are becoming more demanding when dealing with sales professionals. The customers have a viable and urgent need to act; they must be able to quantify the value of any acquisition; and they often analyze several alternatives before making a decision.

To compete in today's tough marketplace, sales professionals need to:

- Fully understand each customer's critical business issues, their causes and effects
- Identify the real influencers in the decision process quickly
- Identify customer buying procedures and protocols early in the sales cycle
- Accurately predict the timing for closing of the sale
- Minimize discounts and protect margins at closing

The DOOR "Art of Solution Selling – Part 1" training program addresses these and many other selling issues by aligning the sales professional with the customer and accelerating sales transactions.



Workshop Participants and Duration

The "Art of Solution Selling – Part 1" is a proven, integrated sales training and professional development program for sales professionals, managers, and marketers. This two-day course is optimized in a small group of 15 to 20 participants to ensure balanced group dynamics and interactivity.

Your Strategic Leadership Partner

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Topics

- 6-Step Customer Care Sales Process
- Underlying concepts and knowledge behind the “6-Step Customer Care Sales Process”
- Related skills for each of the 6 steps
- Building long-term relationship with the customers and improving overall customer satisfaction
- Techniques to improve closing ratios
- Building confidence, expanding comfort zone, minimizing uncertainty, customers’ needs and summarizing customers’ needs
- Presenting value for the price quoted
- Gaining commitment and addressing concerns before making purchase decision

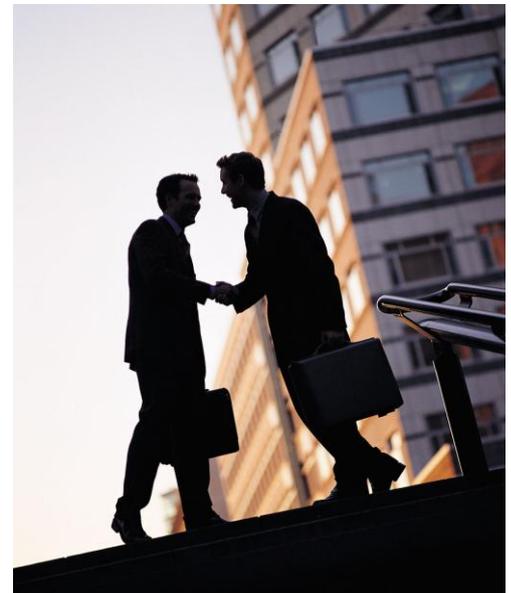
Participants Toolkit

Upon completion of the workshop, participant materials include summations of key training points, action learning activities and an Individual Action Plan. A job aid is provided to summarize and reinforce the key learning back in the workplace.

Objectives

Following this training, participants will be able to:

-] Describe the definition of sales, comfort zone, and three elements of selling
-] Understand the importance and the application of MOT
-] Build the “6-Step Customer Care Sales Process”
-] Explain the delivery procedure and demonstrate the knowledge and skills to provide the customer with an exciting delivery experience
-] Begin to build a long-term business relationship with the customer
-] Introduce the new product owner to the service process and service-related matters
-] Practice the follow-up process and skills in order to continue to build a long-term business relationship with the customer

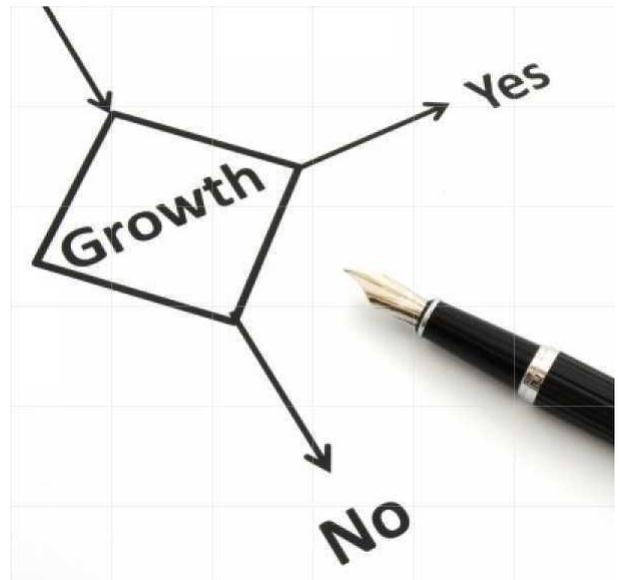


Highly Participative and Integrative Approach

Our style is highly facilitative and participative. This approach results in a superior degree of client ownership. DOOR clients report long-term satisfaction with the outcomes of this program as they have first-hand experience of being provided with real competitive advantages and improved performance in their organizations.

The Art of Solution Selling – Part 2

Today's complex and rapidly changing business marketplace is more competitive than ever. Communicating real value to customers is becoming more challenging. Perceived value goes beyond product and service offerings; it is the result of the interactions between customers and the sales representatives who interface with them. Successful interactions are the result of applied skills.



Sales professionals have given in to customers' demands to drop their prices for far too long. Heavy discounting damages the company's margins and erodes the true worth of their products in the market place.

Developing a High Performance Selling Culture

The Art of Solution Selling – Part 2 is designed to keep the customer the focus of the sales efforts, thus enabling sales professionals to significantly increase win rates and revenue production by:

- Developing a complete understanding of critical business issues faced by each customer
- Helping customers to understand the value of potential solutions
- Creating a strong desire in customers to buy products and services supplied by the selling organization

The Art of Solution Selling represents a commitment to change selling behavior so that the right things can be accomplished in the right manner at the right time, all resulting in increased performance and revenues. The DOOR “Art of Solution Selling – Part 2” training program will support your organization to develop and maintain a high performance sales culture.



Workshop Participants and Duration

This two-day training is intended for any sales professional who has already attended “The Art of Solution Selling – Part 1” and / or wants to explore the true meaning of value and solution selling to the customer. A small group of 15 to 20 participants is preferred to ensure balanced group dynamics and interactivity.

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Topics

- Understand the concepts of your customer value and value drivers
- Recognize, understand, describe and sell the true value of your products and services to your customers
- Develop a compelling value proposition for your customers

Participants Toolkit

Participant materials include summations of key training points, action learning activities and an Individual Action Plan. A job aid is provided to summarize and reinforce the key learning back in the workplace.

Objectives

Following this training you will be able to:

-] Plan sales calls with clear objectives and strategies
-] Establish rapport and communicate value to customers
-] Utilize state-of-the-art interpersonal communication skills
-] Determine customers' needs-beyond the obvious-and expand the potential of selling opportunities and understand the importance of customer segmentation
-] Identify value drivers by defining the customers' competitive advantage
-] Qualify sales opportunities in terms of potential (size), probability (likelihood) and time (required to close)
-] Make recommendations and present solutions linked to customers' goals, problems and needs
-] Respond to customer misperceptions, skepticism and concerns
-] Use value to overcome price sensitivity and discount demands
-] Understand the importance of tangible and intangible product or service values when closing the deal
-] Gain commitment and close sales
-] Be regarded by customers as leaders, advisors and problem solvers that add value to their sales relationships



Highly Participative and Integrative Approach

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