

**ELEVATED SALE, INC PRESENTS:**  
**From Consultative to Collaborative Selling**

Competency	Learning Objective	Content
<b>DAY 1: Developing your Strategic Sales Focus</b>		
<p><b>Introduction to ESI Model:</b>  <b>Time: 8:00am – 9:00am</b>  Recap previous Sales  Effectiveness Training;  Introduction to ESI model</p> <p><b>Identifying Your Centers of Influence (COI):</b>  <b>Time: 9:00am – 10:00am</b></p>	<ul style="list-style-type: none"> <li>• Review the foundational skills platform you are building upon</li> <li>• Understand what you will now be learning to enhance your sales effectiveness and success</li> <li>• Discuss how to utilize your Centers of Influence (COI) to drive your sales objectives</li> <li>• Learn successful strategies for optimizing sales process, getting beyond the sales funnel, and positioning yourself to spend 75% of time on the close</li>   <li>• Learn how to identify your Centers of Influence to quantify and qualify your targets &amp; position your relationships vis-à-vis 3 tiers of relationships</li> <li>• Understanding what types of companies have potential influence on your potential buyer</li> <li>• Learn how to strategically position yourself with your COI so that they are willing to introduce you and provide info on their contacts which positions you with potential target buyers</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Effectiveness is more of a journey than a destination –laying out the path to success</li> <li>• The ESI Sales Model</li> <li>• Potential required reading of ESI White paper</li>   <li>• Individual and group break out sessions to start to define individual COI's</li> <li>• Mapping based upon: <ul style="list-style-type: none"> <li>■ Personal network</li> <li>■ Associate network</li> <li>■ Distant Contacts (eg. contact of a contact)</li> </ul> </li> </ul>
<p><b>Charting the Connection:</b>  <b>Time: 10:30am – 11:30pm</b></p>	<ul style="list-style-type: none"> <li>• Learn how to position products/services/solutions with potential needs of a Influencer or Decision-Maker</li> <li>• Begin to develop value proposition in a more strategic manner that encompasses your COI's .</li> <li>• Positioning the COI to create a connection to create business opportunities</li> <li>• Learn how to think of connecting the person by industry, product and verticals</li> </ul>	<ul style="list-style-type: none"> <li>• Exercise: Finding and understanding the right customers</li> <li>• Group Exercise to define existing Value Proposition</li> <li>• Mapping your COI's against Industries, Products and Verticals</li> </ul>

<p><b>Utilizing your COI's to drive opportunities:</b> Time: 1:00pm to 2:30pm</p> <p><b>Getting your Deal Closed:</b> Time: 3pm to 4:00pm</p> <p><b>Summary of Key Learnings of the Day:</b> Time: 4pm to 4:30pm</p>	<ul style="list-style-type: none"> <li>• Learn how define and communicate your value proposition</li> <li>• Learn how to use COI's as your "GPS" to get to decision-makers &amp; a faster close</li> <li>• Creating a bi-lateral connection</li> <li>• Learn how to use relationships to overcome sales challenges</li> <li>• Learn how to discuss transactional items</li> <li>• Understand how to differentiate through solution, consultative, collaborative and "spin" selling</li> <li>• Learn how to go beyond commodity to establish value proposition beyond just value of product by creating a greater perceived and real ROI for client</li> <li>• Learn tools and techniques to differentiate yourself using all the skills used to build your COI's to bring clarity to why the sale makes sense</li> <li>• Make sure each participant sees how to put all the new consultative and collaborative skills together for a more strategic and effective sales process</li> <li>• Developing an implementation sales call plan prior to each sales call.</li> <li>• Learn how to take what they've learned theoretically &amp; apply it to strategies &amp; tactics to increase sales</li> </ul>	<ul style="list-style-type: none"> <li>• Consultative selling methods</li> <li>• Questions to ask- creating cascading questions</li> <li>• Developing value beyond the product</li> <li>• Negotiating to a close through leveraging your COI's</li> <li>• How to effectively deploy various selling methodologies</li> <li>• Perceived and Real Value</li> <li>• Product Profile Identification Tool</li> <li>• Sales Call Plan Sheet</li> </ul>
<p><b>DAY 2: Applying the ESI Consultative Sales Approach</b></p>		
<p><b>Implementing a consultative &amp; collaborative approach to sales</b> Time: 8:00am to 11:30pm 12:30pm to 3pm</p> <p><b>Consultative Selling to Collaborative Selling</b> Time: 3:00pm to 3:30pm</p>	<ul style="list-style-type: none"> <li>• Be able to provide individual coaching and feedback on specific new sales tools &amp; techniques applied to your targets</li> <li>• Reinforce the important role of planning strategies and tactics upfront</li> <li>• Developing individual and group Opportunities for Improvement (OFI's)</li> <li>• Participants will develop measurement and accountability metrics to ensure that they are using the tools provided and that the required behaviors are being developed as a result of implementing learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Video-taping sessions</li> <li>• Before and after reviews</li> <li>• Individual and Group Critique &amp; Feedback</li> <li>• Focused on experiencing role-playing the sales process for your actual targets</li> <li>• Post-program follow-up by leadership observing behavior and skills during actual customer sales calls and presentations</li> </ul>