

# “Do not sell, make them buy you”

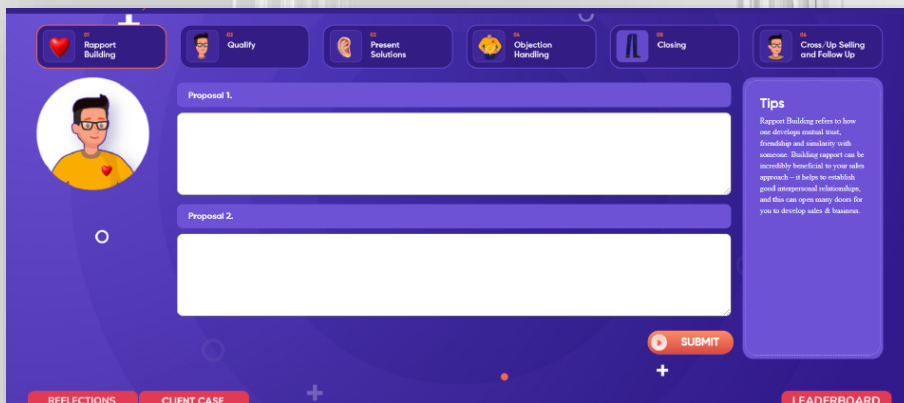
## Increase your sales!

This is a unique simulation that is **100% flexible**, **100% adaptable**, and **100% customizable** to perfectly align with your business.

In the simulation, teams will work on a case study of their regular customers and explore the best inquiry and persuasion strategies and techniques during 6 stages or phases of their sales process.

- **Prospecting and building relationships**
- **Classification, segmentation and targeting**
- **Presentation of solutions**
- **Argument and handling of objections**
- **Trade closure**
- **Tracking and loyalty**
- **Cross selling and Up selling**

- **exSELLence** is a very engaging digital simulation that provides the participant with a powerful roadmap for a **successful dialogue focused 100% on their customers**.
- Today's **customers** are experts, but **they need sales professionals** to help them **diagnose their wishes and identify solutions** that meet their customized needs.
- The “**consulting selling**” framework explored in the program provides sales professionals with a **consistent and repeatable process** to more effectively execute their sales conversations.



## PROGRAM OUTCOMES

- Improve **relationships between participants** in a virtual environment
- Lead **business conversations** from start to finish focused on **specific customers** of your business
- Use **powerful questioning techniques** to discover your **client's full set of needs and wants**
- Understand the **profiles** of your customers, the **motivating factors** and the **specific needs** based on your product or service
- Persuade with **ideas, insights, and perspectives** that influence your client's mind
- Overcome **objections** that get in the way of the business conversation
- **Consultants specialized in business strategy and tactics**



### PARTICIPANTS

**4 to 12**



### GAMINAR VERSION

**8 Hours**  
(Several sessions)

### CLASSROOM VERSION

**1 Day**

## BUSINESS IMPACT

- ✓ **Discover Challenges and Opportunities of your business**
- ✓ **Think, Strategize, Reflect**
- ✓ **Critical Decision Making**
- ✓ **Discover and Learn from the Impact of Decisions**
- ✓ **Greater Ability to Overcome Customer Resistances and Objections**