ProActive Selling ™ Course Details

Do you want to:

Increase the number of appointments with people high up in the organization?

Learn what the buyer is thinking so you can anticipate their needs and pull them through the buy/sales cycle?

Find out quickly if a prospect is a good potential account or is simply going to waste your time and energy?

Shorten your sales cycle by weeks or months so you can spend more time prospecting for A+ accounts?

Quickly differentiate yourself and sell on value so your customer is able to justify paying more

About

Sales professionals succeed because they think like a customer; they have a natural curiosity and ask great questions, and they use the right tool at the right time proactively controlling the sales process.

M3 Learning's premier sales training program, ProActive Selling™ emphasizes the brilliant basics of selling, linking "why" a client wants to buy with "how" a salesperson wants to sell. There is a step-by-step process that every buyer goes through when making a purchasing decision. When you understand that process from the get-go, you know what to expect and how to eloquently pull the prospect through the buy cycle and win their business.

ProActive Selling™ will teach you what questions to ask and how you can use customer data to customize your solution and sell on value—not price. You'll learn how to build a strong, strategic partnership with accounts through higher-level conversations around the customer's business issues. This sales training program focuses on real world, in-the-field solutions that will make you more productive during each sales call.

Bottom line: you will gain tangible sales competencies that will have an immediate, a material impact on your sales productivity.

Key Topics and ProActive Selling™ sales training tools:

- Five-step buyer/sales cycle
- Impactful qualifying and dis-qualifying methods
- Successful cold-calling introductions and return call emails and voicemails
- Closing techniques developed beginning with the first call
- Proven time management processes for deciding which clients are worth your time