



Situational Selling®

The Power of Customer Influence

Overview

Your sales professionals are faced with a never-ending stream of real-time influence interactions with your customers. And while the functional performance of your business is a given (meaning a quality delivery of product or service), the key to sales growth lies in the ability of your people to speak your customer's language... to demonstrate a selling style that matches their customers' readiness to buy!

Situational Selling® is a compelling, concise plan for applying proven behavioral science concepts to sales influence. By understanding and applying *Situational Selling®* techniques, you develop the skills necessary to be effective in today's competitive marketplace – in one power-packed day.

Strategic Outcomes

- Increased sales revenue – new account and existing
- Reduced employee turnover
- Enhanced buying readiness – regardless of demographics
- Discovering the key to the elusive selling style/buying readiness match
- The mystery of effective customer influence revealed – where you reach your goals, and your customer feels good about it!

“People love to buy, but hate to be sold.”



Family of Situational Influence Models

Leadership • Sales • Service • Parenting • Teams

Program Description

Learning takes place through a variety of methods and activities, always tailored specifically to your industry and even company situations:

Sales Influence Inventory Profile
Case Study Applications
Style Competency Development
Experiential Learning

Video Vignette Modeling
Personal Feedback & Coaching
SSD Role-Play
Influence Simulations

This program is designed for small to mid-sized groups. Divided into four powerful modules, there are a variety of ways to implement the process; public workshops, in-house delivery and train-the-trainer with turnkey licensing – you do or we do!

Extended Outcomes

- Diagnosing, adapting and communicating as repeatable behavioral skills for increasing sales.
- A personal snapshot of your own behavioral tendencies
- Learning how to diagnose a customer’s readiness to buy, and then adapting your selling style to meet their needs
- Discovering not just patterns in your sales behaviors, but also specific strengths and areas for development.
- Developing your own “Behavioral Sales Plan,” specific to your customers, your products or services, your transactions
- Moving the model from workshop to workplace

The excellence in design and content of *Situational Selling*® delivers on the promise of the most highly regarded influence model in the world.

Program Specifications

Audience

- Sales Consultants
- Account Executives
- Supervisors
- Managers
- Coaches

Prerequisites

- Commitment to sales excellence!

Delivery Options

- License and in-house delivery
- CLS Trainers facilitate at clients’ sites
- CLS Public Workshops
- Tailored or customized

Length/Timing

- Six to eight hour delivery window
- Easily enriched with content and application extensions

Other Situational Programs

- Situational Leadership®
- Situational Service®
- Situational Parenting®

For more information contact:

Copyright © 2003, Center for Leadership Studies, Inc.
All Rights Reserved. Selling (12/12/03)