



EMPATHY
DRIVEN
SALES
TRAINING

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WIN WIN SALES COACHING FOR HIGH POTENTIAL REPRESENTATIVES

The WIN WIN Sales Coaching for High Potential Representatives Engagement empowers sales professionals so they can masterfully execute the differentiating selling skills and cutting-edge emotional intelligence strategies with their customers. This comprehensive engagement takes a deep dive into the best practices for the Five Stages of the Sales Cycle. Propel your sales performance to new heights of success with **WIN WIN Sales Coaching for High Potential Sales Representatives!**

STEP 1

Attend the WIN WIN Differentiating Selling Skills Workshop.

STEP 2

Engage in Sales Coaching to reinforce and CUSTOMIZE the Selling Skills and Best Practices learned in Step 1 TO YOUR SELLING ENVIRONMENT.

FIVE STAGES OF THE SALES CYCLE:

ATTRACT • EMPATHIZE • ACKNOWLEDGE • GUIDE • PARTNER

SESSION 1: ATTRACT

Apply Neuroscience Techniques to your sales process.

Understand Your Extreme Personality Traits and how to leverage the Strengths and manage the Blind Spots.

Leveraging LinkedIn in the Prospecting Stage

Best Practice Following Up Techniques

SESSION 2: EMPATHIZE & ACKNOWLEDGE

Apply the highest levels of Emotional Intelligence through all communication channels with customers.

Mirroring

Building Genuine Trust with Customers

Understanding Different Buyer Needs

Active Listening Process

Learn to communicate from the customer's perspective

Handle Common Objections with Empathy and Proper Marketing Messages

SESSION 3: GUIDE & PARTNER

Guide Buyers to Think Differently

Knowing when the Buyer is Ready to Take the Next Step

Closing Defined

Negotiations

Customer Retention Strategy

Account Management Techniques

Referral Marketing

DELIVERABLES

- Exposure and understanding of foundational, advanced, and modern selling skills for today's business environment.
- Understand your natural extremes in your personality and how to leverage and manage them to build strong relationships.
- Customized personality assessment coaching reports.
- Ability to leverage basic understanding of neuroscience to increase communication and influence effectiveness.

Inquire today for this transformative coaching experience and witness the positive impact on your sales performance!