

# *The Difference is .... **Atassh Consultants***

**Transforming Lives through Training & Development. Since 1991.**

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## **Synopsis of "COLLABORATIVE SELLING" (ADVANCED LEVEL SKILLS)**

The world has changed in significant ways, and sales people today must have new skills, new attitudes and new understanding of how to work with their clients. Here are a few questions that might help demonstrate this point:

- Have you found that your competitors are more aggressive than they used to be?
- Do you have more competitors than you ever had in the past?
- Does it seem harder to sell your product now than it was just a few years ago?
- Are price issues a constant problem?

The ultimate Sales Training Program, for hungry sales professionals who want to excel in today's complex sales arena. It is based on a dynamic new approach proven in Sales Training Program in some of the nation's most successful companies. *COLLABORATIVE SELLING* supplies a result-driven, six-step communication and problem-solving program that helps you select the solutions that reward you and your prospect.

### **MODULE:**

#### **STEP I: Targeting Your Market.**

- Demonstrate your Competitive Advantage.
- Identifying and Finding your Best Customers.
- Using Personal Marketing to Generate Leads.

#### **STEP II: Contacting Your Prospect.**

- Contacting Prospect with Direct Mail.
- Gaining an Appointment.
- Strategies to Improve your Relationships with Prospects and Customers.

**STEP III: Exploring Your Customer's Needs.**

- Exploring Needs Effectively by Asking the Right Questions.
- Listening Actively to Your Customers.
- Exploring Your Customer's Needs and Opportunities.

**STEP IV: Collaborating With Your Customer.**

- Creating Options to meet your Customer's Needs.
- Selecting Options with Your Customers.
- Proposing Solutions with your Customer.

**STEP V: Confirming The Sale.**

- Dealing with a Prospect's Rejection of Your proposal.
- Addressing Customers Concerns.
- Dealing with Postponement.

**STEP VI: Assuring Customer Satisfaction.**

- Servicing the Customer.
- Enhancing the Customer Relationship.
- Expanding Business Opportunities.
- Building a Lifelong Quality Relationship with your Customer.

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