

Creative Selling Course

Selling is one of the most powerful places where an organization can utilize the creative problem-solving Process. Customers want creative solutions to their needs. Clients expect a salesperson to come in, describe their product then leave. Imagine instead a salesperson who comes in, takes the time to do enough good fact-finding to really understand the client's challenge, and then comes back with a practical solution. This is customer-focused selling at its best. Wouldn't it be nice to be invited into a client's office for a pow-wow rather than allowed a few minutes for a pitch? No doubt about it, when a salesperson is a good problem-solver he or she stands out from the competition.

Creative problem-solving in sales can be a powerful way of driving top line revenues. Another advantage of using this process with people who work in sales is that it can provide a way for typically independent salespeople to work together. It provides a forum where they can share ideas, learn from each other, then go out and use these ideas to sell in different markets or to different customer groups. Sharing success stories with each other at the creative selling course provides the opportunity for salespeople to pick up on each other's successes and then go back and implement them for themselves.

Purpose: To improve and enhance a sales person's creative thinking skills and problem solving skills. This course emphasizes a methodology for organized problem solving on client problems. Participants leave this workshop motivated to think creatively when working with clients. This is an experiential learning workshop which will be applied to real world problems.

Expected Benefits:

Problem Solving Skills

- Turning Ideas into Closed Deals
- Overcoming Objections that are Big Problems
- Becoming Innovative Problem Solvers for Clients
- Working on the RIGHT Problems not Symptoms of Problems
- Focusing on Key Client relationships

Group Problem Solving

- Sales and Marketing People Putting their Heads Together
- Sharing and Leveraging Success Stories
- Reapplication of Great Ideas

Planning Skills

- Creating a Year Long Personal Success Plan
- Strategically going after Clients
- Clear Measures of Success
- An accurate plan for the Calendar Year

Length: 3 days

Participants: 15

For more information contact Frank Prince

www.frankprince.com | unleashyourmind@mindspring.com | 214.215.8555