



*Consulting Facilitation Coaching*

## **Quantum Selling**

### **Winning the Complex Sale**

**Learn how to win the complex sale at a business development workshop which takes professional sales to the next level**

**To compete and win** in a complex sale today requires more than building strong relationships, more than understanding client needs, and more than selling solutions. Today's successful sales professionals and those who will still be around tomorrow have a sales process that is based on managing a decision to change and achieving mutual business results. Not only are they trusted advisors for their clients, they are strategists for their own business.

#### **If your sale is Complex you will:**

- Have a product or service which is intangible, and the client has difficulty in understanding the value
- Have multiple people involved in making decisions
- Have a high value sale, or the outcome will have an impact on the performance of your clients business
- Be working in an industry such as, but not limited to IT, professional and financial services, software, industrial chemicals, manufacturing systems or you are offering a customised solution.

#### **Are you selling within your own process, your customers process, or your competitors process?**

**If you have the wrong sales process, (if you really have one at all) or are operating within someone else's process, then you may be experiencing:**

- Submitting proposals that go nowhere – the customer does nothing.
- You do 'free consulting', and the customer then shops your solution around
- You end up competing on price alone when you have a solution of real value
- Long lead times
- Low conversion rates

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## **At this highly practical 'how to' workshop you will learn the Quantum Selling system and:**

- How to stand out from the crowd by the way you sell.
- How to avoid the common pitfalls of the complex sale
- Why you should turn the conventional selling process upside down
- The mindsets needed to develop the business of the customer by managing the decision to change.
- How to open board room doors, and get appointments with the decision makers
- To use high impact questioning techniques to uncover the real issues affecting a prospects business
- How to connect the value of your solution to your clients pain. Get this right and a sale is the outcome
- To manage the relationship and achieve mutual business results
- How to ask and answer the tough questions while maintaining trust, credibility and respect

### **Who should attend:**

If you are looking to move to the next level of sales success:

Sales Professionals  
Managing Directors  
Business Development Managers

Business Owners  
Key Account Managers  
Technical Specialists

Sales Managers

### **In House Workshops**

Training has to be sustainable and done to allow people not only to learn, but time to practise and perfect new skills so that they become competent and confident.

The Quantum Selling Training Workshop is an in-house program, specially tailored to the nature of your sale, and your business situation. The full workshop is generally 3 days duration. This can be run as one 3 day course, or preferably provided in modules and run over a period of 12 weeks (typically). This is then followed by 2 half day follow up workshops completed within 4 months of the initial training. We would then move into one on one coaching on an as needed basis.

**Contact us now by phone, fax or email for a free consultation of your training needs and to learn more about Winning the Complex Sale with the Quantum Selling program.**

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