

## APPLYING LEAN TO HOW WE SELL

Selling today MUST be about delivering VALUE to you client. And value can only be defined by the client. So how do you position yourself, your company and your product or service to be the value the client wants? And how do you do it in a manner that reduces WASTE across all areas of your sales engagement? The answer is to apply the principles of Lean to how you sell.

Often the biggest challenges that sales people face is the shift psychologically that their product or service is competitive despite the many potential obstacles to this realisation. *Applying Lean to How We Sell*, reviews the basics in the sales process such as prospecting, qualification, and dealing with objections but then goes much further.

Participants learn how to identify value, as defined by the prospect. Participants learn to address the need for relationship building so they can better understand what their prospective clients truly value allowing them to challenge the status quo and genuinely differentiate themselves.

We explore the key elements of Lean Selling and how these will help build stronger customer relationships, delivering long-term revenue and improved customer experiences. We explore:

- How to understand and define what your customer values
- How to reduce waste in your sales process and ensure you are working on opportunities with the highest potential
- How to understand the root causes for decisions that are made...or not made
- How to improve the flow in your sales pipeline
- How to continually improve how you sell
- Implementing Lean Key Account Management to maintain strong trusted relationships

**Duration:** Two full days      **Language:** English

**Target Group:** B2B/B2G salespeople/teams and sales managers.

Let's discuss how Applying Lean to How We Sell can help you and your sales teams deliver more revenue and a greater customer experience.

Call me or drop me an email to arrange a time for us to catch up

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