

DELAINÉ SALES DEVELOPMENT

Take care of the process and the results will take care of themselves.

Introduction

The foundation of our sales development initiatives is our award winning* “High Impact Relationship Selling” program. This program is designed to help salespeople sell more, in less time, at higher profit margins. The primary emphasis of this program is on the application of proven best practice processes in the development of highly collaborative, trust-based customer-salesperson relationships.

** ASTD award: Best training program of the year.*

Target Audience

Every salesperson can benefit from a Delaine sales development program, regardless of their level of experience. As a result of their participation in our programs, new salespeople will become more productive, faster, by learning how to implement a well-defined process to help them sell more effectively, and experienced salespeople will learn how to fine-tune their process to become even more successful.

We deliver sales development programs to all types of salespeople, including:

- Field sales
- Channel sales
- Manufacturers’ Reps
- Counter sales
- Inside sales
- Retail sales
- Distributor sales
- Sales Engineers

Program Delivery

The Delaine difference lies not just in the content of the training itself, but rather the overall program implementation. The most effective way to produce behavioural change by means of skills development is through an integrated program that includes: customized content, individual on-the-job coaching, skills reinforcement, and skills sustainment activities.

Depending on your requirements and situation, our services are delivered through a variety and combination of methods:

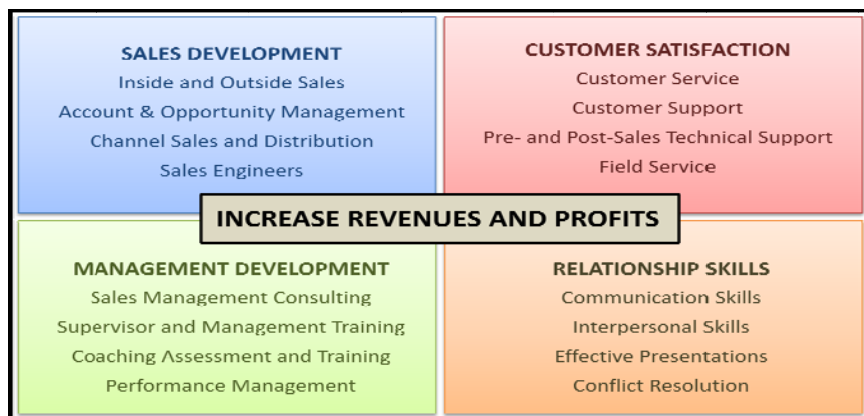
- Highly interactive instructor-led in-person training
- Live on-line training, delivered via virtual immersive e-classrooms
- Webinars and teleconferences
- Blended learning
- On-the-Job coaching
- Consulting

Program Content

All of our sales development programs are customized to the client's specific needs. A program may include some or all of the following learning objectives, depending on the need:

- Understanding the psychology of customer behavior and their buying processes
- Finding and engaging new prospects in today's world
- Building trust and rapport to develop stronger customer relationships
- Handling initial resistance and gatekeeper activities on the first approach
- Implementing a "High Impact Qualifying" process to fully qualify needs and opportunities
- Identifying the roles of the key influencers and their decision criteria
- Configuring appropriate solutions
- Highly effective presentation skills
- Negotiating win-win deals
- Identifying the true causes of objections to reduce buying resistance
- Closing more effectively
- Leveraging relationships to build business
- Account and territory management
- Prioritization and time management for salespeople
- Penetrating competitor's accounts
- Selling to C-level executives

Contact us to discuss your needs and how we can help boost your revenues and bottom line profit.



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Turning potential into profit

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