


"A sale is not something you pursue, it's what happens to you while you are immersed in serving your customer."
- Anonymous

Integrated Executive Selling

A skill development program focused on *delivering sales excellence* when dealing with decision makers.

 This workshop is part of the **Sales Boot Camp program** of 4 professional sales modules. It is based on the Professional Sales Certificate Program at Seneca College, FCET.

Program Overview

This workshop looks at value-based selling strategies instead of selling based on price discounting. The goal of this workshop is to aid you, as a professional salesperson, to identify and bring your unique value proposition into the customer-buying cycle. This workshop will:

- Identify and define your organization's value drivers,
- Align your value drivers with the client needs,
- Position your solution/organization favorably to the financial metrics used by key decision makers.

This workshop is ideally suited for participants who are currently in sales roles and who wish to deal more effectively with key decision-makers.

For more information visit:

www.gaski.com/perform

or call: (905) 752-0366

Seating is limited - register early.

This workshop qualifies for
**continuing education credits/hours or
professional development units/hours.**

For more details visit www.gaski.com

Main Topics

- Defining the client's pain,
- The organization buying cycle and buyer need,
- The buyer's decision-making process and buying influences,
- Advancing the sale through vision engineering,
- Financial metrics for non-financial salespeople,
- The mind of the executive,
- Making the executive call.

Learning Outcomes

- Demonstrate awareness of the client-buying cycle,
- Identify selling strategies to deal with complex selling situations,
- Understand the financial metrics used by key decision makers,
- Define and use your value proposition,
- Demonstrate ethical, legal and socially acceptable behaviour in professional selling situations.