



“Success in the consultative sale is all about creating customer value from every meeting. Smarter Selling has many useful and practical ideas to help salespeople improve their value-creating capabilities.”

Neil Rackham, author of SPIN Selling

As clients and customers increasingly view products and services as commodities, price can become the single differentiator driving purchasing decisions – especially where procurement functions are involved.

However, research shows that the most powerful driver of purchasing decisions is, in fact, relationship strength. Despite this, few organizations invest sufficient in building the relationship building skills of their people.

The **engage** selling skills program is based on the loweU™ approaches outlined in the international best-seller *Smarter Selling*. It focuses on the conversational skills and behaviors that build rapport and trust from the outset.

Through building strong trusted relationships, salespeople avoid the price trap and build sales.

engage

Mindsets and Skillsets

Participants learn how to position the customer conversation effectively – to build rapport and establish trust, understand the customers’ priorities, challenges and opportunities, and add greater customer-value to their conversations.

Program Objectives

Salespeople will be better able to:

- Identify which relationships to invest in and how best to do this
- Open conversations in a way that builds rapport and establishes trust
- Ask effective questions and demonstrate listening to understand customers’ priorities, challenges and opportunities
- Position and present their products and services to highlight value
- Gain commitment to move forward

Tools & Proprietary Approaches

- Octagon™ profiling to understand behavioral preferences and their impact on others
- I–We–You Framing to establish rapport and build trust
- SHAPE Questioning to engage with customers and learn their priorities
- Focus-5 to demonstrate commercial understanding
- Levels of Thinking and Spicy Questions to lift the conversation to a higher, more strategic level.
- Value Sheets to support and add value to the customer
- Need-Feature-Benefit & Storytelling to better position offerings and prove capability
- CC Notes to clarify and confirm

On-line Learning & Coaching

The application of skills and tools is further supported by a comprehensive suite of online learning modules, worksheets and assessment tools at www.engage-universe.com.

Program Format

The program format is flexible and may be delivered as a series of modules to fit different requirements. Content can also be customized for different audiences. The focus is on providing participants with a range of flexible tools that they can use day-to-day.

Workshop sessions are highly interactive and include behavioral analysis, practical examples, role-play and case studies.

Participant / User Feedback

“I recently won two major new clients for our HR practice and attribute this in no small part to using the loweU™ approaches. In both cases it was essential to build a shared understanding step by step: loweU™ provided the tools and insight to do this. Applying loweU™ is fun and satisfying too!”

“Past attendees...have won projects (from \$10,000 to over \$2 million in fees) that they would almost certainly not have won without applying the tools they learned in the training.”



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