# Selling to Key Accounts



### **Anticipating Buyer Concerns**

Have you ever wondered what your prospects and customers go through in deciding whether or not to buy your product or service? Why do some clients, for whom your product seems a perfect match, decide not to buy? How can you support a client through the anguish of decision-making?

Decisions are made by people, and people act and react differently in accordance with their internal needs. When you respond to those needs, your customer is more receptive to your suggestions, recommendations, and proposals.

As product standardization increases and price becomes an issue, companies need to encourage their salespeople to:

- Position themselves as problem solvers.
- Create long-term, Win/Win relationships with their customers.

# **Workshop Benefits**

- Assists salespeople in forming effective strategies that take into account the customer's decision-making process.
- Participants receive feedback on their communication style as well as their strengths in trust building, empathy projection, and interpersonal flexibility.
- Supports the company's efforts to adopt sales strategies geared towards problem solving and customer service.

# Objectives—In this two-and-a-half day course, you will:

- Understand how your natural communication style affects your ability to be an effective salesperson.
- Develop the ability to recognize the internal needs of others by their observable behaviors, and to relate those needs to the product or service you are selling.
- Be able to use your behavior to build trust with people who have different communication styles.
- Prepare and commit to solving an important real-life sales challenge after the workshop by choosing someone you want to influence more effectively.
- Learn how to select what benefits people need to hear in order to be motivated to "Buy/Accept" your proposals.
- Apply the Gameplan™ expert system to create a communication Gameplan for success with a real-life sales prospect.

#### Who Should Attend?

All key account salespeople who strive to acquire a competitive edge in today's marketplace.

#### **ABOUT THE AUTHOR**



#### Jon Gornstein

Founder and President of Persona GLOBAL®

Jon Gornstein has devoted his 30-year career to helping major multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 48 countries to companies such as IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



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# **ABOUT Persona GLOBAL®**

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. Persona GLOBAL®, Inc.'s metrics and methodologies are currently available in 62 countries; its programs have been translated in up to 48 languages. More than 1,100 certified Persona GLOBAL® practitioners around the world serve their clients as strategic business partners.

#### Corporations that have benefited from Persona GLOBAL® **Programs include:**

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- Applied Materials Dell Computer
- British Airways
- Japan Airlines
- Credit Suisse
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