

# Coaching for Conceptual Selling® with Perspective

## Program description

**Coaching for Conceptual Selling® with Perspective** presents a comprehensive strategy to drive deeper adoption of Conceptual Selling®. This program develops subject matter experts who can provide ongoing coaching and reinforcements in the correct application of tools and concepts toward customer-focused interactions, resulting in higher-quality information and actionable commitment from customers at the end of every sales meeting.

### Modality

 1 day

 1 day

### Languages

 American English

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- **Audience:** Mid-level and senior sales leaders

## Learning objectives

- Manage the Meeting Plan process with sales representatives.
- Identify and share best practices of salespeople who are early and successful adopters of the process.
- Increase the use of Meeting Plans by others on the team.
- Help salespeople strengthen the development of Valid Business Reasons.
- Have salespeople ask better questions to elicit more information from Buying Influences.
- Get salespeople to continually build professional credibility with Buying Influences.

## Skills

- Builds coaching process
- Conducts effective reviews
- Builds rapport
- Closes effectively
- Customer-focused approach
- Diagnoses needs with questions
- Effectively presents solutions
- Initiates compelling sales conversations
- Knows the buying influences
- Manages resistance
- Pre-call preparation
- Questions strategically
- Strategic planning and analysis
- Understands buying influencer needs
- Understands customer needs
- Understands issues/motivations
- Understands the buying process