

TRANSFORMATIONAL SELLING: THE SALES CONSULTANT AS A CHANGE LEADER

Overview

This workshop focuses on what has been the true driving force throughout the history of business and selling—change—and provides a framework for using change as a powerful tool for supporting competitive advantage in the marketplace. You will learn to use a proven change process as a framework for managing your sales activities, and practical tools for supporting change at various stages in the sales cycle that help to ensure a positive transformational outcome for you and your customers.

Benefits and outcomes

- Describe the strategic importance of change in the decision-making processes of businesses and customers
- Clarify the transformational value of your company's current offerings and the impact that has on your selling strategy
- Understand your relative strengths as a sales consultant and how they affect your ability to foster change in client organizations
- Describe and work with a selling process that allows you to enable customer change efforts (downstream) or inspire customers to change (upstream) by purchasing your products and services
- Create specific action steps to elevate your sales efforts to the transformational level upon leaving the workshop

Program Curriculum

Module 1: Defining Sales Leadership

- Leadership characteristics
- Management vs. leadership
- Sales leadership responsibilities and other essentials
- Balancing management and leadership
- What sales leaders do
- Transformational selling

Module 2: The Complete Sales Consultant

- The emerging context of selling
- The Complete Sales Consultant
- Organizing the Complete Sales Consultant roles

Module 3: Understanding Transformational Value

- Transformational value in sales
- What is driving change for your customers?
- The scope of change
- Describing your offerings
- Transformational value of my product

Module 4: The Transformational Selling Process

- The transformational selling process
- Common missteps in selling efforts
- Where change fails

Module 5: Phase 1 – Initiating the Change

- Creating a transformational agenda
- Downstream and upstream change
- Uncovering the customer's agenda through advocacy and inquiry
- Initiating a conversation with your customer
- Building commitment versus compliance
- Developing an effective vision
- The transformational blueprint

Module 6: Phase 2 – Enabling the Change

- Communication and career success
- Organizing your communication
- Presentation storyboard
- The three Ps for impromptu presentations
- The communication triangle
- Strategic communication planner
- Responses to change
- Working with resistance

Module 7: Phase 3 -- Reinforcing and Enhancing the Change

- Identifying short-term wins
- Building a committed network
- Advice for improving your network
- Changes and trends in our environment
- Anticipating change

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