

Customer Insight Workshop

REMOTE DELIVERY OPTION

This workshop (two x two-hour sessions) provides new insights into customer behaviour in the sales process, what different customers expect from salespeople and how subtle changes in approach can have a big influence on what customers do. Sharpening a core sales skill that underpins consistent sales performance: **Agility** - Adapting to People and Situations.

Issues and Challenges Addressed

There's no guarantee to solve every customer or deal issue but this workshop consistently gives new and valuable insights into many common challenges. For example:

- working with C-level people
- getting silent customers to re-engage
- productive relationships with difficult customers
- preventing deals slipping at last minute
- turning 'great' relationships into closed business
- standing out from the competition
- positioning Quarter or Year-end incentives to give customers a clear motivation to act now.

How it Works

Spread over two x two hour sessions everyone brings a difficult customer situation or deal. Using the behaviour model, DISC, the team works through a series of exercises that enables insights into:

- why some interactions seem easy, others difficult
- why customers do some things but resist others

- how customer's expectations and their definition of a 'good' relationship can be very different
- the customer's view of them as a salesperson
- the influence they are already having on what customers do
- what to do differently to make each customer interaction more productive.

Why DISC?

Because DISC is simple, the behaviours are easily recognisable and it's widely available. Within minutes it can open up a new perspective and facilitate ideas to get things moving.

Why it's Popular with ALL Salespeople

There is no 'telling' them what to do:

- no 'magic' process being forced on them
- salespeople discover their own insights and decide how to act upon them.

And top performers welcome the opportunity to refresh and get new perspectives on a core skill.

“
The deal came in last night at \$1.1m. Without the coaching we would have been blown out of the water long ago.”

“
As a direct result of the workshop we secured a \$500k deal I was about to abandon.”

“
Challenging, Informative and Inspiring. Jim brings new life to sales teams by questioning the status quo and refreshing the skills that we should be using instinctively.”

Jim Wigg

Coaching for Sales Teams

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