



## High Performance Selling

**Are you sure you are meeting your customers' real expectations?**

**Do you put yourself in your customer's shoes to prepare your sales interviews?**

**Do you take the relationship and emotional dimensions of the purchase decision into account in your sales approach?**

### Who can benefit:

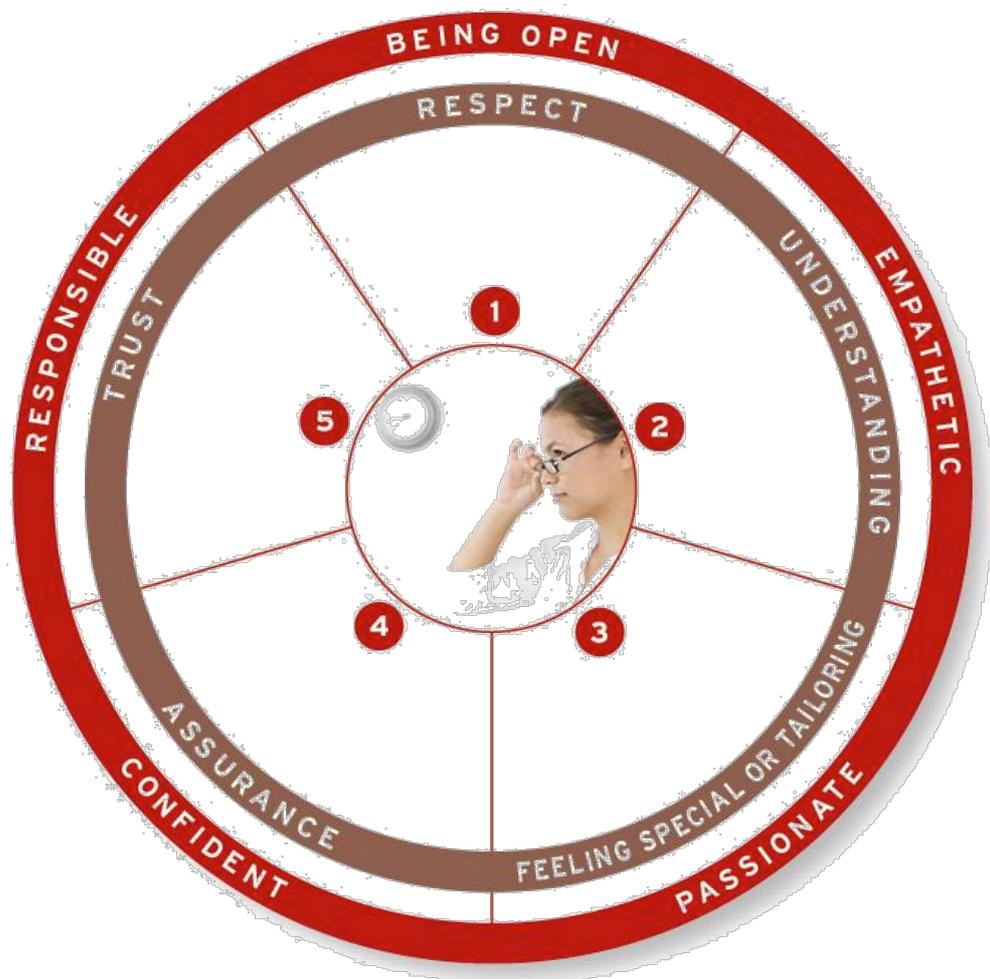
- Salespeople, with or without experience
- Experienced salespeople in search of new techniques
- Sales coaches

### If you want to...

- **Define** new sales objectives, based on a sales process that encompasses an emotional dimension
- **Structure** your sales approach to accommodate the customer's questions, his environment and his decision-making levers
- **Appeal** to your customers' deep-seated motivations
- **Define** your plan of action and be able to justify it rationally and emotionally

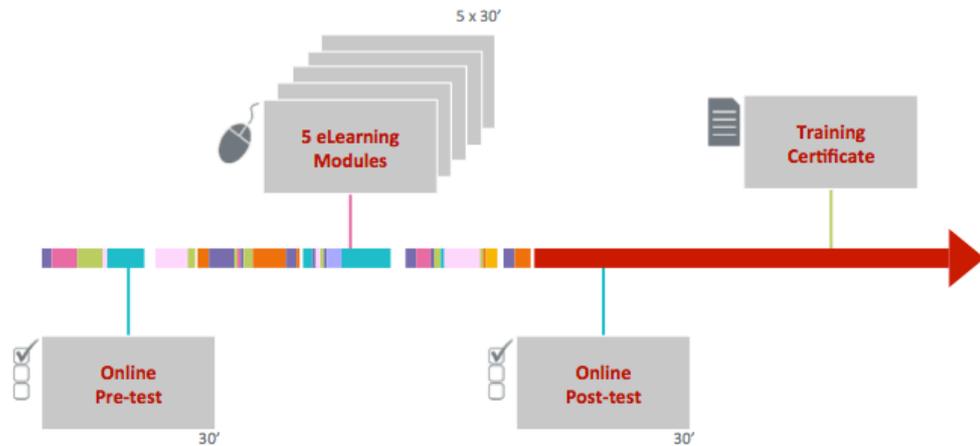
**...Then this course is for you.**

## Model which guided the course design



- 1) I am important
- 2) Be listened to and understood
- 3) Demonstrate a tailored approach
- 4) Make the right decision
- 5) I am still important

## Your training path



## Knowledge self-assessment

### Take the buyer's view

#### eLearning module 1

- The five wishes of every buyer.
- Focusing on mutual interests and the buyer.
- Adapting behaviour and technical skills at each step of the sales approach.
- Achieving success and understanding failure.

### Preparing for shared success

#### eLearning module 2

- Defining winning objectives for both parties.
- Identification of aspects for attaining objectives.
- Preparing the sales approach.

# Your training path (continued)

## Discover the hidden world of your buyer

### eLearning module 3

- Professional and personal motivations of buyers.
- Asking the right questions.
- Building a closer relationship with buyers.
- Active listening to understand buyers better.

## Presenting your offer with passion

### eLearning module 4

- Understanding buyer needs.
- Adapting proposals to buyer needs.
- Developing your argument by adapting your interpersonal communication.

## Steering the way to mutual agreement

### eLearning module 5

- The true meaning of objections.
- Responding to buyer questions and objections.
- Helping buyers make a decision.

## Building sustainable shared success

### eLearning module 6

- Integrating buyer motivations.
- Implementing the solution together with your buyer.
- Best practices in relationship follow-up.

## Progress self-assessment

### Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: [elearning@cegos.ch](mailto:elearning@cegos.ch)

### Evaluation and Certification

#### Evaluation

##### Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

##### Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

#### Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.

