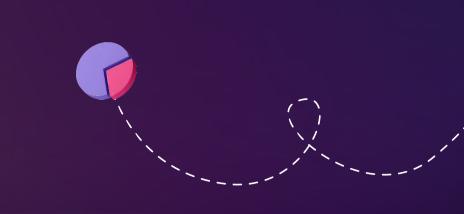


Master the Art of Closing Deals:

Empower Your Team with REAL Sales Training



Did you know?

- In the US, a staggering \$70 billion is invested annually in sales training.
- Surprisingly, 60% of these investments lack a structured approach.

An ongoing sales training approach is imperative for sustained and optimized business impact.

The Learning Journey



Research

- Prepare for a sales call.
- segment/industry. Implement best practices

Understand the customer

for preparation.



• Listen empathetically.

- Use good questioning
- techniques.
- for engagement.

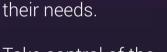
Apply best practices

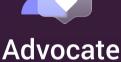


Teach the customer as their

- valued partner. Tailor your conversation to
- Take control of the

sales motion.





Take a customer-centric

- approach. Align value to business
- and behavioral outcomes. Be the partner the

customer needs.



The following diagram represents our **REAL Sales Training Program**

The REAL Sale



Tailored Coursework: Centered on the customer,

Advanced REAL

Selling

elevating customer conversations, valuedriven insight selling. Crafted to address your

specific sales positions. Engaging, interactive learning experiences with

the learner at the core.

unique customer

segment, industry, and

REAL Sales

Leadership

Tailored Coursework:

Account Planning, Competitive Sales & Negotiation, The

Expansive Sale.

Designed to effectively

equip, oversee, and execute

enduring consultative sales

relationships.

transactional to a consultative approach.

Transform sellers from a

Choose between a one-day session or a series of three virtual, tailor-made modules.

by a seasoned expert instructor, to hone your skills.

Engage in hands-on

experiential activities, guided

Sales Approach

REAL

Support Resources Each course is accompanied by a

manager's coaching guide

featuring suggested follow-up discussion prompts. Assess your selling skills

or partake in simulation

challenges to align with

the program's objectives. Personalized Sales Playbooks can be generated to offer valuable resources

A collection of brief introductory materials for

Preparatory

Assignments

watching and reading. Subjects closely matched with the objectives of the

forthcoming training.

active participation and involvement in the class.

Continuing

Education

Created to guarantee

Access a comprehensive online course library for continuous learning and

learner support. Explore courses that align with the core methodology

> and delve into more advanced topics.

Tailored courses are designed for managers, leaders, marketing, and specific sales teams.

specific to your customer segment, industry, or









