

# 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.
- Understand the customer segment/industry.
- for preparation.

Implement best practices



Listen empathetically.

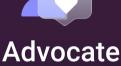
- Use good questioning
- techniques. Apply best practices
  - for engagement.



## Teach the customer as their

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

sales motion.



## Take a customer-centric

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

customer needs.

## Infopro Learning's Value

**REAL Sales Training Program** The REAL Sale

The following diagram represents our

### Selling Tailored Coursework: Centered on the customer,

elevating customer

Advanced REAL

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

segment, industry, and

specific sales positions.

Engaging, interactive learning experiences with the learner at the core.

# **REAL Sales**

Leadership

Competitive Sales & Negotiation, The

Tailored Coursework: Account Planning,

Expansive Sale.

Designed to effectively

equip, oversee, and execute

enduring consultative sales

relationships.

### Transform sellers from a transactional to a consultative approach.

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

experiential activities, guided by a seasoned expert instructor, to hone your skills.

Engage in hands-on

# Sales Approach

**REAL** 

**Support Resources** 

Each course is accompanied by a manager's coaching guide featuring suggested follow-up discussion prompts.

the program's objectives.

Assess your selling skills or partake in simulation challenges to align with

Personalized Sales Playbooks can be generated to offer valuable resources specific to your customer

## A collection of brief introductory materials for

**Preparatory** 

**Assignments** 

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

forthcoming training.

Created to guarantee active participation and involvement in the class.

### Access a comprehensive online course library for continuous learning and

Continuing

Education

Explore courses that align with the core methodology and delve into more

advanced topics.

learner support.

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

segment, industry, or

For more information, visit us







