THE ART OF SELLING

OVERVIEW
In this workshop a participant will learn best practices of interpersonal skills of effective consultative selling. By understanding the importance of selling with purpose, building customer rapport and establishing a professional presence.

Recommended for: This is a foundational B2B Marketing concept and workshop, appropriate for all marketing professionals responsible for communications, marketing and teams responsible for developing and executing market, sales, or other customer-directed relationships.

Format: 2-day interactive workshop mixing learning and application of tools with review and feedback.

OBJECTIVES
• Understanding features/advantages/benefits as they relate to proposing strategic solutions to customers.
• Identifying and adapting to common customer personality styles.
• Learning techniques for using strategic questions to uncover customer needs.
• Understand how to prospect, handle customer objections and using customer centric communication.

CONTENT
• The Softer Interpersonal Skills
• Pre-Call Planning
• Using Strategic Questions
• Strategic Sales Call Management
• Best Practice Consultative Selling

DATE:
October 15-16, 2019

TIME:
8:00 AM - 5:00PM

LOCATION:
Pittsburgh, Pennsylvania
RLA Learning & Conference Center
850 Cranberry Woods Drive
Cranberry Township, PA 16066

COST
$1,990

REGISTER:
https://isbm.org/event/the-art-of-selling/

INSTRUCTOR
Craig Apatov,
Founder & Managing Partner, Ascension Growth & Innovation Strategies, Inc.

He has delivered over 200 consultative sales training workshops globally across multiple industry verticals. He also drives the firm’s sales compensation optimization programs and personally teaches clients how to better manage downstream sales accountability and processes using the Ascension proprietary Red Team program.

He holds a Bachelor’s degree from the University of Florida and has done graduate work at the University of Southern California.

Custom Training Programs
All of our courses are available as custom in-house programs. Custom programs provide the opportunity to tune the content and delivery to the specific needs of the firm, often delivered in an action-coaching, team-based format. Action-coaching allows participants to bring real projects to the class or instructor discussion and feedback, resulting in an actionable time line and plan for implementation.

+1-814-863-2782 • WWW.ISBM.ORG • Email: ISBM@PSU.EDU