



Ei Selling®

The Intelligent Way to Sell and Influence

Likeability: People Buy from People They Like and Who Are Like Them

People are unique and have different personality styles. So why do salespeople use the same approach and communication style with each prospect? Top salespeople know how to connect and influence all personality types.

In this workshop, participants identify different personality types and adapt the sales approach to build rapport and effectively communicate. Develop the best questions to ask during a sales call based on the personality of prospect or customer.

Powerful Questions: Want better answers. Ask better questions.

Are you having sales calls or sales conversations? One produces a transactional meeting; the other creates a value meeting where price is NOT the issue. Top salespeople plan their sales meetings and apply critical thinking skills. In this workshop, participants learn how to create selling environments that build trust, an image of difference and closed business.

Emotional Intelligence and Sales Results

Stop the madness! Discover why more sales skill training won't help you hit your revenue goal. (Does that sound crazy coming from a sales training firm?) Emotional intelligence bridges the 'knowing and doing gap.' **You know what to do; what's the real reason you're not doing it?**

Managing Expectations: 'TEEING UP' the Sales Meeting

Many sales training firms live by the mantra, "Buyers are Liars." Ei Selling™ doesn't subscribe to that mantra or thinking. Buyers are just tired of high pressured salespeople who are still taught to overcome the objection three times and never take no for an answer. As a result, they end up in chase mode, fuzzy next steps, and long sales cycles. Create a partnership with your prospects not a vendor-ship. **The result: more sales at full margin in less time.**

The Prospect's Story: The Sales Street Journal

Salespeople have finally learned to ask questions. The problem is they don't listen to the answer and start presenting solutions. **Increase close ratios 50%** by asking smart, impact questions. Quantify the cost of the problem or opportunity to better qualify or disqualify. This workshop dramatically decreases losing to the price objection.

Checkbook: Corporate and Personal

How many salespeople have asked a prospect to share their budget only to hear, "We're not sure...just put something together," however, when the proposal is presented, the message changes to, "This is too much." Sales teams waste thousands of hours writing up recommendations to prospects that are not willing or able to invest in their product or service. Gain skills to better qualify or disqualify prospects. **Stop writing practice proposals** and learn why money is an issue, not the issue.



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Decision Tree: How and Why Companies Make Decisions

Strategies and techniques are covered to identify decision makers, decision criteria and the decision process. The focus is uncovering who the key decision makers are and how the person and/or company buys. Discover how your 'buying style' can be an obstacle in closing business. **Eliminate getting stuck with a non-decision maker** by learning strategies and tactics to identify and meet all the buying influences.

Solution Alignment: Presenting Skills that Influence and Win Business

You've uncovered the need, budget, and talked to all the decision makers. It's time to present your recommendation and stand out from the competition. You may have the best solution; however, if you can't effectively communicate your recommendation, you will end up settling for second place. Develop presentation skills such as storytelling and analogies that persuade and win business.

Redirect and Clarify: Stop Assuming, Start Asking, Close Business

A good salesperson listens to listen and is intent on understanding what the prospect is really saying. Prospects use vague words like faster response time, better quality and good customer service. It is the salesperson's job to clarify and gain an understanding of what those vague words mean to the prospect. Great salespeople ask more questions, better questions and the right questions.

Sales Call Reversal: Getting the Prospect to Close the Deal

Good salespeople, by nature, are optimistic. When they hear prospects sharing their needs or concerns, they automatically assume that complaining about a problem or issue is equal to being willing to make a change.

In this workshop, participants will learn how to test the reality, reverse the sales call, and make the prospect "ask for the order." Practice truth telling by NOT overcoming the objections and bringing up the "sales elephant" in the room.

Optimism, Beliefs & Results

Optimism is one of the key emotional intelligence traits found in highly successful salespeople. Optimism is impacted by what you believe and the actions you take or don't take. Learn the key differences between average sales producers and top sales producers. In these workshops, participants will take a hard look at fear of failure, risk taking and developing a stronger mental psyche.

The Five Competencies of Business Development: Plan Your Work and Work Your Plan

It's not who you know....it's who you contact. Business development is like a well designed financial portfolio. You need to be clear on your goals, be willing to do what it takes to reach the goals, and have a plan with success benchmarks. Participants develop a proactive prospecting plan **that guarantees full sales pipelines with the right type of prospects.**