

Solution Selling® represents a commitment to change selling behavior so that the right things will be accomplished in the right manner at the right time all resulting in increased performance and revenues. Solution Selling® can be the catalyst to developing and maintaining a high performance sales culture. It can provide the foundation for integration of not only sales and sales management, but include the important functions of marketing and corporate management.

Solution Selling® is a high performance sales execution process. Designed to keep the customer the focus of the sales effort, Solution Selling® provides enabled sales professionals to substantially increase win rates and revenue production by:

- Developing a complete understanding of critical business issues faced by each customer
- Helping customers to understand the value of potential solutions
- Creating a strong desire in customers to buy products and services supplied by the selling organization



*Proud certified provider
of Solution Selling® Public Workshops*



Why Solution Selling®?

In today's global marketplace, sales executives are asking themselves:

- How can our organization compete more effectively?
- How can our organization deliver ever increasing levels of revenue and profit production?
- How can our organization effectively increase the velocity of sales opportunities and close them sooner?

At the same time customers are becoming more demanding as they have dealings with sales professionals. The customer must have a viable and urgent need to act, they must be able to quantify the value of any acquisition, and they often analyze several alternatives before making a decision.

To compete in today's tough marketplace, sales professionals need to:

- Fully understand each customer's critical business issues, their causes and effects
- Identify the real influencers in the decision process quickly
- Identify customer buying procedures and protocols early in the sales cycle
- Accurately predict the timing for closing of the sale
- Minimize discounts and protect margins at closing

Solution Selling® addresses these and many other selling issues by aligning the sales professional with the customer and accelerating sales transactions.

Over 500,000 sales professionals use Solution Selling® around the world today, making it the industry standard for sales execution process. Why? The majority of our clients want to develop high performance sales cultures that dramatically improve sales effectiveness and increase sales efficiency.

Develop sales teams that differentiate themselves not only by what they sell, but by the way they sell.

What is included in Solution Selling®?

The Solution Selling® process can be learned through traditional instructor-led training workshops, public workshops, or through a blended learning approach incorporating web-based training with an application workshop. Each Solution Selling® instructor has been certified to rigorous standards and they each bring a great deal of sales and sales management experience to enhance facilitated discussions.

During a Solution Selling® workshop, sales professionals and sales managers will:

Learn why successful sellers, including the best of the best, are committed to a process for selling and will learn how to execute using the same process.

Develop skills in using key sales tools and job aids that drive opportunities through the process.

Practice the key selling skills used by top revenue producers.

Learn how to "change the rules" of the game in competitive situations

Learn how to increase the accuracy of predicting revenue flow.

Learn the key points needed to negotiate and close business.

2 ½ Day Blended Workshop

This program allows participants to learn the essential principles of Solution Selling at their own pace, on their own time, by accessing the program content over the Internet. A web-based instructional program, Solution Selling e-Learning was designed by salespeople for salespeople - it is easy to use, highly interactive, and fun.

The 2½-day instructor-led application workshop which follows the e-Learning program emphasizes the practical use of Solution Selling concepts by the participants. Since all participants will know the principles of the Solution Selling process before they arrive, the workshop focuses on the application of those concepts to win sales. No time is wasted on basic or remedial lecture and instruction. The result is a much richer learning experience, and a higher level of proficiency, in a shorter period of time.

Compared with more time-consuming workshops, the blended e-Learning approach allows participants to master Solution Selling® in about half the time. As a result, travel and related expenses can be greatly reduced for implementation of the process in your organization. And most importantly, your sales professionals' time spent selling to customers - not training in a classroom - is maximized. Finally, your entire sales team can be exposed to Solution Selling principles faster, thus improving your organizational adoption rates for the new, more effective sales process.

Over 500,000 sales professionals use Solution Selling® around the world today, making it the industry standard for sales execution process.



To learn more go to:
www.nepirc.com
or contact us at:
800-654-8960