



The Baron
Group, Inc.

Bringing Creativity to the Sales Process

Overview

Experienced salespeople and sales organizations know that one of the most effective ways to differentiate themselves is by developing innovative solutions to their client's problems. But leveraging the creativity of a sales organization can be difficult when many corporate cultures inhibit creative thinking.

By the conclusion of this course, participants will be able to:

- Thoughtfully plan their internal meetings
- Effectively facilitate internal creative sessions
- Identify when it is appropriate to use divergent versus convergent thinking
- Recognize what inhibits creativity
- Apply three simple rules for brainstorming
- Apply "ideation" techniques which can be used when creativity runs dry
- Turn ideas into implementable solutions through a specific evaluation model
- Understand the power of facilitation in external meetings with clients