



The Baron
Group, Inc.

Internal Selling Skills

Overview

Selling is not limited to the interaction between a salesperson and a client. It is also a critical skill set that is used every day within organizations. Whether a staff person is selling an idea to a line manager, or a product manager is persuading a sales team to sell a new product, skills such as relationship building, questioning, listening, presenting, gaining commitment and addressing resistance are at play. This program is designed to help individuals sell themselves, their services, and their ideas internally.

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

- Apply a consultative sales model to their internal role
- Use problem solving skills to leverage the capabilities of the organization
- Use questioning and listening skills to understand the needs and perspectives of their internal colleagues
- Make more effective internal presentations
- Use problem solving skills to leverage the capabilities of the organization
- Apply an effective approach for resolving internal issues and dealing with resistance
- Sell themselves and their function to internal clients
- Gain commitment from their internal colleagues