



The Baron
Group, Inc.

Selling Ideas: The Hardest Sale of All

Overview

An idea that provides a solution to a client's problem or opportunity is usually more valuable than a standard product solution to an already defined need. While clients typically value salespeople who provide ideas, it can be challenging for the salesperson to present them effectively. Conceiving the idea is only half the challenge—selling is the other half. This program focuses on those challenges which arise when selling ideas. Participants will specifically practice and gain an understanding of crucial skills for selling their ideas.

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

- Present ideas in the context of needs as understood
- Develop an idea with the client
- Educate a client on the mechanics of implementing an idea
- Decrease the level of risk perceived by the client
- Assist a client in selling an idea internally
- Support a client through implementation and reinforcement