



The Baron
Group, Inc.

Strategic Team Selling

Overview

Creative teams comprised of specialists who are able to develop insight into their clients' problems, needs and opportunities will provide the highest level of value to their clients' organizations. By leveraging their combined intellectual capital, the team will be able to effectively create and implement a sales strategy. In this interactive, application-oriented workshop, teams create sales strategies around real client situations.

Participants practice what they learn in videotaped exercises that simulate both internal and external situations. Cases for these practice sessions are highly customized for each group of participants. The course encompasses interpersonal, communication, presentation and problem solving skills.

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

- Conduct effective internal meetings to develop innovative strategies for working with clients and prospects
- Generate, develop and implement new ideas to increase the probability of gaining commitment from the client
- Transform selling situations into problem solving opportunities
- Present products, services and ideas to clients and prospects in a way that highlights their value
- Apply a conflict management process to address the issues and concerns that occur during internal meetings and sales calls
- See why team selling is a key ingredient to making effective joint sales calls
- Effectively plan and follow-up with clients