



## ***The Discovery Selling Series***

### **Purpose**

When customers have stopped beating a path to the front doors, and winning by being the lowest priced high volume competitor is no longer a sustainable strategy; success requires representatives who discover *what is important* to each customer, configure value-based offerings, and act to create strategic differentiation.

The Discovery Selling Series (DSS) provides a simple but powerful conceptual structure and skills for exploring and identifying unique value “gaps.” By understanding and exploring what keeps customers from making changes and seeking help, sales professionals learn to go beyond competing for the order to become valued consultants that help solve problems or seize opportunities.

While there is power in thinking and acting differently, by helping sales professionals choose to feel differently about engaging each customer, the Discovery Selling Series transforms sales careers.

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### **Learning Objectives**

#### ***Participants learn to:***

1. Identify and align with each buyer’s business purpose
2. Understand selling as a buying process
3. Overcome unproductive thoughts and feelings
4. Quickly differentiate with new buyers and on new opportunities
5. Discover buyer values, business needs, and explore for differentiation opportunities
6. Open orders based on buyer desires, gaps, and sources of value
7. Communicate effectively after the purchase to reduce cost and increase revenue
8. Adopt and adapt measurable, buyer-focused sales methods

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### **Results**

#### ***For Your Customers:***

- Confidence in purchasing value differentiated solutions
- Less frustration from dealing with off-purpose sales people
- Friendly, efficient, effective and focused business consultants
- A reliable no-hassle supplier of business critical solutions, products and services

#### ***For Participants:***

- Simple, powerful, immediately applicable skills and tools
- Less conflict and fewer surprise objections at order
- Increased respect as a knowledgeable and trusted advisor
- Flexible process for applying unique talents in clarifying value

#### ***For Your Company:***

- Increased productivity through higher close rates and volumes
- Fewer complaints and lower costs in solution, product service delivery
- Sensible, measureable leading indicators of sales productivity
- Reduce wasted efforts on undifferentiated opportunities



## Configurable Modules

1. Buying Purpose, Selling Purpose
2. The Customer's Point of View
3. Three<sup>(+)</sup> Selling Conversations
4. Discovery Selling Hurdles and Steps
5. Building Credibility
6. Discovering Gaps
7. Identifying Business and Buyer Motives
8. Recommending Value Based Advantages
9. Resolving Buyer Tension
10. Maximizing Satisfaction
11. Practicing the Disciplines

## Common Participant Roles

- Sales Professionals
- Sales Teams
- Operations and Engineering Support
- Sales Leaders
- Marketing and Promotion
- Customer Service Professionals



## Details and Logistics

Like most Strategic Learning offerings, the Discovering Selling Series is designed for flexible delivery. Most modules can be delivered in two hours. With few exceptions, modules can be delivered independently and in a variety of sequences. Depending on your objectives and short-term ROI expectations, a learning event can be conducted in as little as two hours.

The series has its greatest impact when delivered over four to ten weeks in 4 hour segments and accompanied by individual and small group coaching. Contact us with your view of what would work best, and let one of our associates recommend a configured solution that accomplishes your objectives.



## Why Strategic Learning?

For more than 20 years Strategic Learning has partnered with customers to create and implement performance improvement solutions that deliver on our customers' intended business results. Our learning solutions are informed by decades of research, and configured to the realities of each customer's experience. By blending our ability to engage people in discovering their potential with each customer's unique business insights, we accelerate profitable growth.

Please call us to explore how we might support you in your journey to discover human potential and accelerate profitable growth.