

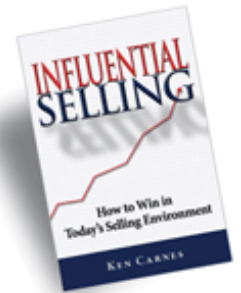
Influential Selling Workshop

Influential Advisor: How to Win in Today's Business Environment

Business Challenge

Like a broken record, the questions that follow almost every sales meeting in the world are the same, tired refrain:

- How can we generate more sales and revenue?
- Are we getting everything we need from marketing?
- How can our sales professionals improve their 'hit rate'?
- How can we win in today's competitive market?



This workshop answers each of those questions. It's designed to stimulate new ways of thinking about your selling efforts and positioning them to align with your clients. People buy from people they know and trust ... but to win in today's business environment you must go beyond Trusted Advisor to an Influential Advisor. Your **thoughts, actions, behaviors, ideas, results and successes** create a competitive advantage for you and your company that drives business value and **RESULTS**.

Learning Objectives

The Influential Advisor Workshop, based on Ken Carnes' newly release book *Influential Selling*, is designed to stimulate new ways of thinking about your selling efforts and positioning yourself to establish Credibility, Trust and Influence. It will provide you and your team with new strategies and activities that will help you start winning today ... and it will change your sales perspective forever regardless of the sales process or selling methodology your company utilizes.

You'll learn the importance of becoming an expert about your products and solutions and how they impact your customers' business. You'll also learn how to find out about the *individuals* you're dealing with to help better understand their business, preparing you to start creating a relationship with your potential client. We discuss how trust and credibility are built when you do your homework. Once you know how to speak your prospect's language you'll be able to promote yourself, in effect becoming "**Brand Me**". Selling your product or service becomes a natural result of the *influence* you have created over your prospect.

The workshop guides participants through a systematic approach to becoming an *influential advisor*, not just a sales person. You'll leave with tools to help you:

- Become an expert about your own company, your customers, your competitors and your industry;
- Become an expert yourself (Brand Me);
- Create case studies that demonstrate the economic impact your company delivers;
- Develop single-frame Value Propositions that clearly differentiate you from your competition;
- Understand that buyers buy thoughts, ideas and solutions and they value relationships and that *how we influence* and *who we are* create both **value** and **competitive advantage**

Target Audience

Leaders, Sales Leaders, High Potentials, Sales reps and Customer Service reps at all levels

For more information, please contact us at clservices@cornerstoneleadership.com

or visit our website at <http://services.cornerstoneleadership.com>