

Customer-Focused Selling™

55% of the people making their living in sales don't have the right skills to be successful.

Customer-Focused Selling™ is a learning experience that includes self-assessment and group sessions focused on building trust and credibility, understanding others' needs, offering compelling solutions, handling objections, and gaining agreement.

Sales leaders need insights into their natural behaviors. That's why we incorporate the Predictive Index Behavioral Assessment™ as well as the Selling Skills Assessment Tool™ to offer participants new insights into their natural behaviors and knowledge of consultative selling skills pre- and post-workshop.

Learning Goals

- Understand their client's (or prospect's) perspective and how to sell from their viewpoint
- Quickly identify the characteristics and needs of people with different buying styles
- Listen and ask questions effectively to gain necessary information and guide conversations
- Present the value of your solution so it differentiates and addresses your prospect's needs
- Handle objections and navigate buying conditions with greater ease
- Gain commitment on next steps, close deals, and position for expanded relationships

The CFS Method



Virtual Experience
6-week period



In-Person
1-2 day workshop