



Shipleyswins

Helping you win more business

COLLABORATIVE SELLING

Workshop Overview

The intent of collaborative selling is to help sellers identify a prospective buyer's business problem within an opportunity and lead the buyer to self-conclusion of how they can solve the problem utilising the salesperson's capabilities and the value of doing so - thus leading to a "solution."

Collaborative selling is a collection of methods that includes tools, job aids, techniques, and procedures that help salespeople and bid team members align their selling activities to the steps of a buyer/buying organisation's process.

Learn how to

- Recognise the psychological aspects and phases of how buyers buy
- Recognise the difference between 'latent' and 'active' opportunities, how each type should be approached from the sellers perspective
- Conduct research prior to engaging in opportunities
- Stimulate interest in accounts leading to more opportunities
- Create buying visions based on your strength
- Improve your chances of winning competitive opportunities
- Collaborate steps leading to a closure of a sell cycle

Course Structure

Workshop participants receive professional instruction and hands-on practice necessary to engage collaboratively with clients to create the buying vision, initial value proposition, and positioning to win. Key topics covered by this workshop are:

- Principles of collaborative selling
- Formula for a successful sale
- Understanding how buyers buy; behaviourally and procedurally
- Analysing the account to identify how to create curiosity for latent opportunities
- Developing the 'buying vision' collaboratively
- Developing the value and ROI jointly with the clients
- Gaining access to key decision-makers
- Collaborating on key steps to close the sale