



## Quid Pro Quo Selling™ Course Description

Have you ever known anyone who was consistently successful that did not have a disciplined routine they followed everyday? 98% of all sales veterans do not have a process, approach, or a consistent sales routine. The other fact you may not be aware of is that 94% of all sales professionals have had less than 5 days of formalized sales training! So far, there are no Bachelor of Science programs for selling either. Just like your accountants, technical staff, and other professionals, your sales team needs the necessary tools to consistently succeed and achieve the results you are looking for.

The Quid Pro Quo Selling™ class is a 2 day course that will give your team the training they need. Unlike so many other sales training courses that offer mostly theory, the Quid Pro Quo Selling™ class offers a practical approach to your team members who are on the front line everyday. They will be able to walk out of the class and immediately start using their newfound knowledge and will possess tools that arm them to generate the results your organization needs. They will also have a confidence they probably did not previously possess because they will have a process they understand that is geared towards the everyday selling issues they face. The Quid Pro Quo Selling™ class is broken into five different parts, each utilizing facts, principles, techniques, and exercises that address many of the issues uncovered from our pre-engagement surveys with your team.

### CHANGE

Part 1 sets the foundation for learning a new sales approach that will insure improved results. The world we live in has changed. How business is done has changed. It only makes sense that we explore what might need to change in our sales approach. It opens the participants' minds to selling from an entirely different perspective. Quid Pro Quo Selling™ will inspire confidence and offer your team an approach they can apply to every sales situation they encounter. Armed with this new knowledge your team's efforts will result in sales success stories.

### CONTROLLING THE SALES CYCLE

Too many times sales people allow themselves to be put in a subservient position with decision makers. The buyer dictates every aspect of the sales cycle and then tells the sales person at the end if they won or lost! In this section participants learn the 4 phases of applying Quid Pro Quo and how to establish relationships on mutual respect. There are many case studies and exercises to help the team understand how to be professionally assertive and be more in control of their sales pursuits. Selling is about relationships. Good relationships have a "two way street" aspect to them. Many sales professionals do not know how to create this type of relationship with prospects during a competitive sales cycle. There is no reason to sell scared, even in a tight market, if you understand the Quid Pro Quo sales approach.



## CREATING MUTUAL RESPECT AS A TRUSTED ADVISOR

Decision makers want and need trusted advisors to help them succeed. They need solutions to the business problems they face. What they do not need or have time for is a quota carrying sales person to call on them to try to sell them something. How are your sales people perceived by decision makers early in the sales cycle? In this section we point out what true consulting selling is about. We detail how to gain the status of a trusted advisor. Also, in this section, we point out many common mistakes that undoubtedly some of your team is making that give them the status as sales person trying to sell something. We also explore why so many sales pursuits end up with no fruit for the labor. We offer you a process that will insure your team will pursue QUALIFIED opportunities. No more selling with the wishbone from now on, just the backbone!

## CONSULTATIVE SELLING WITH MUTUAL RESPECT

Part 4 begins the process of putting it all together and using our **Quid Pro Quo Sales** approach. We discuss how to differentiate ourselves from alternatives. In this section we learn how to effectively sell against the competition. We set the foundation of how to become a trusted advisor and how not to fall into selling scared by becoming subservient to prospects. Like all part of the Quid Pro Quo selling approach there is a process that should be followed and measured. Setting the right perception from the very first call is extremely important so the prospect's "Sales Security System" is not turned on. In section four we learn questioning/discovery techniques that will help us uncover issues and real opportunities. What you ask and how you ask can make a big difference in the information you receive from prospects. Most sales people have a "make it up as they go approach" when it comes to discovery and questioning of prospects needs. Selling is about asking good questions, listening to the responses, and addressing the issues that prospects bring to the table. Every sales opportunity is different and each is a test. The test is easy if you know how and what questions to ask, because the prospect will give you all the answers. In Part 4 we develop the questions that will lead to sales success. Part 4 covers presentation management, developing better listening skills, impact statements and how to use them, selling at the right level, integration document development, and much more! Much of this section is specifically tailored towards the unique challenges your sales team faces every day.

## (Optional Section) DEVELOPING a FRANCHISE MENTALITY

When all is said and done each sales person is directly responsible for their own success or failure. Many sales professionals seem to have forgotten this and blame their lack of success on everything other than themselves. In this optional section we spend time discussing how to ensure everyone understands how to become the masters of their own destiny. Additionally, we develop the right mind set for sales success. Too many sales professionals have no direction, no plan, and lack focus. It takes a disciplined daily routine and a well thought out process, executed properly, to succeed at anything. Their territory is their franchise, but has your team been empowered to act accordingly. Waiting on the market to recover and making it up as you go is not a prudent sales approach. We help your team develop both the mind set and the details of a successful franchise plan.