

# Quid Pro Quo Selling *for* Project Managers™

## Course Description

**In today's competitive business environment EVERYONE needs to take responsibility for revenue generation.** Project Managers, Consultants & Account Managers are your company's "Trojan Horses." They are already active in the accounts, but rarely do they look for additional revenue opportunities. They are not trained in sales and do not want to be perceived as sales people. Many times there is conflict between Sales & Project Management...

### ***Sound familiar?***

The Quid Pro Quo Selling for Project Managers class is a 2-day course that will give your Project Managers/Account Managers the training they need. They will be able to leave the class and immediately start using their newfound knowledge and tools armed to generate the results your organization needs. They will also have the confidence they previously lacked by having a process that they will understand and is geared towards the everyday issues they face. Extending their engagements when looking for additional sales opportunities will generate revenue that will fall right to the bottom line. There is no need to let this "low hanging fruit" pass you by!

The Quid Pro Quo Selling for Project Managers class is broken into eight different parts, each utilizing facts, principles, techniques, and exercises to insure each one in attendance learns this effective and easy to follow methodology.

### ***What is Quid Pro Quo Selling?***

Part 1 sets the foundation for the 2-days of learning a new sales methodology that will insure improved results. It opens the participant's minds to see selling from an entirely different angle. Quid Pro Quo Selling will inspire confidence and offer your team a process that they can apply to every client situation they encounter. In this section we begin to set the expectation that everyone needs to sell. The line between a sales professional and a Project is very thin. We point out & correct many of the misconceived notions about selling. We also teach your team

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how to apply our QPQ methodology to impact the scope, control, and management of the projects they are engaged with. 35% of projects are cancelled. 92% of approved projects fail to meet scope and budget. We want to make sure these statistics do not apply to you.

## ***Being the Master of Your Own Destiny***

At the end of the day it is up to each individual in your organization to succeed. For some reason, many people forget this and blame their lack of success on everything other than themselves. In part 2 we spend time discussing how to insure that everyone understands how to be the masters of their own destiny and develops the right mind set for success. We discuss why projects fail, what leads to customer dissatisfaction and the overall impact that has on the company. We want your team to truly act as if it is their company and understand they can play a huge role in revenue growth and the overall success of the organization.

## ***Getting Started for Sales Success***

Too many professionals have no direction, no plan, and lack focus. It takes a disciplined daily routine and a well thought out process that is effectively executed to succeed at anything. We start everyone on the path to success in part 3 of Quid Pro Quo Selling. Now that we have introduced the concept of a “**Franchise Mentality**” we talk about how to execute that concept. We also start to detail how to find additional revenue opportunities. Most sales people have no training in this area. It almost goes without saying that your post sales team does not know how to identify/create additional revenue opportunities.

## ***Giving the Clients the Opportunity to Buy***

When was the last time anyone sold you something? When has anybody ever sold you anything? Part 3 begins to teach your team how to employ the consultative sales approach, which gives prospects the opportunity to buy! It is very important that your post sales team remains a “**wolf in sheep's clothing**”. Currently they aren't perceived as sales people, because they are not selling. Hopefully they are viewed as subject experts. We will teach them how to leverage their current relationships without being perceived as a sales person.

## ***Creating a Respectful Give and take Relationship***

Selling is about relationships regardless of your role. Positive relationships have a “**two way street**” aspect to them. Many people do not know how to create this type of relationship with prospects/clients. We find customers hold Project Managers “**hostage**” all too often. The Project Managers tend to give too much away without getting anything in return. That is extremely costly to your bottom line. In part 5 they learn how and why a give and take relationship is critical to their sales success. They'll discover how to use the negotiating techniques of Quid Pro Quo Selling through the entire sales process.

## ***Empowerment through the Entire Engagement/Sales Process***

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The power of “No” or the “take away”, can be a very effective tool if applied at the right time or in the right situation. Customer service reps often don’t know when to say no, or push back on clients that are being unreasonable. In part 6 we discuss how to draw the line and break any misconceived notions that whatever customers want, the success service orientated rep will provide. We point out why Project managers have “control reluctance” and how to overcome it.

## ***Questioning Techniques that Lead to a Logical Conclusion***

Selling is about asking good questions, listening to the responses, and addressing the issues that prospects bring up. 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. Part 7 is all about the questions that lead to sales. We help build a question script that makes it easy for you post sales team to lead the client to the logical conclusion they should but more!

## ***Using a Realistic-Repeatable Sales Discipline***

This is the recipe for sales success. A successful methodology has to be realistic and help professionals with the issues they face everyday. It has to be understandable and be applied to the customers/prospects they are currently working with. In section 8 we give your team a repeatable and measurable process they can and will employ everyday! We find the post sales team is excited to apply all of their new skills. The key to any effective course is the ability to relate to your audience. We have been extremely successful in doing this. We have found the initial reaction by most post sales people to a sales training course is very skeptical in the beginning. It doesn’t take long in the Quid Pro Quo *Selling for Project Managers* course for this skepticism to change to enthusiasm as we relate the material and methodology to the issues they face every day.

## **About Sales Builders Inc.**

***Sales Builders Inc. is a consulting and sales training firm dedicated to partnering with emerging organizations to insure they realize their full potential. We want to be a member of your team to develop, implement, and execute the right business strategies for success. Part of this includes providing a structured sales process that focuses on results and measures the success from your efforts.***

***There are many sales training options available to you. Very few of them actually address the real issues your team needs help with to deliver the consistent results required to grow your business.***

***In today’s economy protecting against eroding profits while striving for growth is the objective of many organizations. Having a superior product is not enough to***

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***achieve growth and profit. You must have the best sales processes, structure, strategy, an infrastructure to support your plan and have the people who can consistently execute. Sales Builders mission is to make sure this happens.***

***Sales Builders has helped many organizations succeed and realize their goals. We sincerely look forward to serving you.***

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