

# CUSTOMER-ORIENTED SELLING

## VITAL SELLING



In today's competitive landscape, sales professionals must be knowledgeable about their organization's products and services, but most importantly they must focus on the customer — what the customer needs and wants. This requires salespeople to connect with their customers on multiple levels, to communicate and listen effectively, and to always keep the customer's goals in mind.

## FOCUS ON THE CUSTOMER BRINGS SUCCESS

No longer can salespeople enter a room, make a presentation and expect to win a sale. Today's customers demand more personal treatment. They want salespeople to know and help them achieve specific goals and objectives. This requires salespeople to be more savvy and customer-focused than ever before.

The Vital Learning Customer-Oriented Selling™ program is the most comprehensive and flexible sales development tool available in the marketplace today. Sales forces learn how to build successful business relationships by helping customers achieve both their business and personal objectives.

Customer-Oriented Selling teaches a consultative process for developing understanding and agreement between the customer and salespeople throughout the sales process. It provides a logical, non-manipulative approach that works; develops proven selling skills; and teaches salespeople to be responsive consultants sincerely interested in helping customers achieve their business objectives.

In short, Customer-Oriented Selling offers a route to more satisfied customers, more successful salespeople and better long-term business relationships. This course is designed for new and experienced salespeople, sales managers, and marketing professionals, and it uses the following modules to teach vital sales skills:

*Introduction to Customer-Oriented Selling*  
*Focusing on the Customer*  
*The Customer-Oriented Selling Sales Process*  
*Managing Sales Obstacles*  
*Customer-Oriented Selling Call Planning*

Throughout the course, participants view video modeling and vignettes, participate in practical skill modeling and exercises, receive immediate feedback on their techniques, engage in group discussions and role-play activities, watch facilitator presentations, and more. Role-play can be tailored to an organization's customers, products and services, and the course and videos can be customized to give an organization the maximum benefits.



## ESSENTIAL COURSE MATERIALS

Customer-Oriented Selling can be customized to accommodate any organization or type of business. This course is recommended to be facilitated over 2-days. The course includes the following course materials:

### Facilitator Guide

- Provides complete instructions about how to conduct the course
- Supplies explanatory information for the trainer, sample trainer narrative, transcripts of video segments and facilitation notes
- Includes facilitator resource CD, which contains a PowerPoint presentation and additional resources

### Participant Workbook

- Provides exercises, forms, skill practice aids and a video synopsis
- Offers blank worksheets, worksheet templates, and COS Call Plan
- Includes a Memory Jogger Card™, which gives participants a handy reminder of the course's skill points

### Video

- Presents examples of skills in realistic selling situations and contains comments and tips from sales professionals in various industries.

### Role-Play Booklets

- Contains instructions and worksheets for role-play activities



## BENEFITS OF CUSTOMER-ORIENTED SELLING

Organizations can tailor videos and role-play scenarios around their customers, products and services.

One-, two- and three-day implementation options are available.

Three measurement levels are available.

Two-hour Skill Builder course is available for in-field follow-up.

Program is designed for six to 18 participants.

Course participants receive hands-on experience practicing the program's skills and methods.

Participants learn to determine the customer's objectives and situation factors.

Participants learn to understand and use key, customer-focused communication skills.

Participants learn pre- and post-call analysis techniques.

Participants learn to conduct sales calls using a proven four-phase customer-focused sales process.

Participants learn to effectively handle obstacles without feeling uncomfortable or becoming adversarial.

*Customer-Oriented Selling and Memory Jogger Card™ are trademarks of Vital Learning.*

