

Sales Seminars 2009 Open Registration



Is Your Sales Team Pulling For The Customer?

They Should Be. Sales success today requires working together and solving the customer's business problems. We believe the best salespeople are great problem-solvers.

At The Baron Group, we teach salespeople to use a problem-solving orientation in sales calls. Salespeople learn the consultative selling skills that make this approach work efficiently and reliably.

They build more trust and stronger relationships. They uncover more needs and get results faster. The outcome is better sales performance and loyal customers.

Our training curriculum of consultative selling skills, team selling, coaching, and sales management programs has the right approach for today's complex, challenging, and competitive environment.

We infuse consultative selling with creative problem-solving skills, elevating your salespeople from vendor to trusted partner, and boosting results.

The Baron Group offers the following two public seminars

Consultative Selling Skills

Many people today confuse needs driven selling with the consultative process. True consultative salespeople understand what is involved in transforming a sales call into a problem-solving opportunity. *Consultative Selling Skills* teaches salespeople how to make this transformation consistently. They learn how to listen for ideas and perspectives as well as needs during the needs identification process. They learn the value of offering ideas in addition to products and services. They also learn how to apply problem-solving skills in managing the inevitable resistance that occurs when presenting ideas.

Coaching For Improved Sales Performance

Our dual focus is on the roles of both the salesperson as a problem solving resource to his or her customers, and the sales manager as coach. Our experience has shown that the sales manager plays a critical and highly leveraged role as coach in helping assure sustained behavior change and improved performance. *Coaching For Improved Sales Performance* is a highly interactive two-day program that teaches participants a specific approach to coaching, how to collect the information needed prior to conducting a coaching session, and how to plan for coaching sessions. Then they learn a coaching cycle and the skills required to make it work.

Both programs include extensive use of videotape in simulated selling and coaching situations as a way to practice the skills learned. With video taped practice, the likelihood of skill acquisition and behavior modification increases dramatically.



Invest In Your People

- **More Opportunities!** Mastering key selling skills within a structured process instills confidence in your salespeople, which in turn leads to increased levels of performance.
- **More Business!** Better problem-solving, communication, presentation, and meeting facilitation skills result in more opportunities converted to closed business, with increased revenue.
- **Lower Turnover!** Providing your sales managers with the tools to coach effectively will help increase morale, lower turnover and improve sales performance.

Consultative Selling Skills

At the conclusion of this two day course participants will be able to:

- Understand the connections and similarities between problem-solving and selling in order to transform the sales call into a problem solving opportunity.
- Determine both obvious and not so obvious needs of their clients.
- Use state-of-the-art skills to determine needs, including: questioning, listening, understanding non-verbals and paraphrasing.
- Provide recommendations with benefits linked to specific client needs.
- Present ideas in addition to products as answers to client needs.
- Resolve client objections in a straightforward, client-centered and problem solving oriented way.
- Apply facilitation techniques in selling situations.
- Plan and follow-up their sales calls in a professional manner.

Two-day Seminar plus materials: **\$1,400***

Schedule for 2009

February 5-6

May 7-8

August 6-7

November 5-6

Position the Meeting

Analyze the Situation

Offer Recommendations

Resolve the Issues

Reach Closure

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All seminars are conducted at The Baron Group Training Center in Westport, CT. Call Francine at 888-226-9503 for more information.

Coaching For Improved Sales Performance

At the conclusion of this two day course participants will be able to:

- Observe their salespeople in selling situations with an increased understanding of what to look for and how to capture key points.
- Effectively plan for a coaching session.
- Position the coaching session and put the salesperson at ease.
- Give feedback to a salesperson in a balanced, helpful way.
- Reach agreement with a salesperson about needed improvements.
- Offer a salesperson some ideas about how to be more effective.
- Manage the resistance salespeople demonstrate when a manager suggests changing or modifying their approach.
- Reach closure by getting the salesperson to commit to action.
- Investigate ways to make more effective joint sales calls.

Two-day Seminar plus materials: **\$1,500***

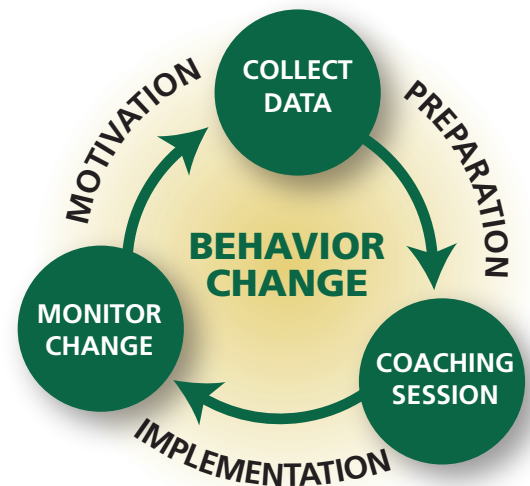
Schedule for 2009

March 5-6

June 4-5

October 22-23

December 3-4



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*We offer a professional discount of 10% if two or more people register from the same company. If you have six or more people to be trained, we will conduct the seminar specifically for your company at a location and time of your choosing.