

OVERVIEW

Pressures to increase revenue and customer satisfaction are more intense than ever. *The Counselor Salesperson* program teaches sales professionals the skills to manage an effective sales process. Sales managers also play a critical role in linking skill development to success.

To increase the return on training and development investment, *Reinforcing the Counselor Approach* offers sales managers the tools and strategies to reinforce their salespeople's skills and develop high-performing sales teams.

Managers who lead their salespeople through this program will enhance and build their team's sales performance – leading to more sales success and better bottom-line results. Salespeople will also improve their problem-solving skills, leading to greater customer satisfaction.

IGNITE TALENT

REINFORCING THE COUNSELOR APPROACH

Reinforcing the Counselor Approach is a companion program designed to help sales managers reinforce the skill development of their salespeople using key skills from *The Counselor Salesperson (CSP)*. The support of sales management is critical to ensure that salespeople use the CSP approach to achieve sales results. This program focuses on identifying the performance level of each salesperson relative to CSP skills and recommends specific skill-building activities to help salespeople develop and enhance their selling skills.

PROGRAM OVERVIEW

Research has long shown that salespeople's performance improves dramatically when managers reinforce the skills learned in development programs. People who receive coaching are four times more likely to internalize and use the skills learned in the classroom.

PROGRAM DETAILS

Reinforcing the Counselor Approach is a flexible 10-hour program specifically designed to help sales managers support salespeople as they apply the skills they learned in CSP. It consists of an introductory session followed by four manager-led skill-building topics from CSP: Relating, Discovering, Advocating, and Supporting. Within these topics is a series of meetings that incorporate review and skill-building activities. Each meeting is approximately 60 minutes long and can easily be incorporated into weekly team meetings. In addition, sales managers receive a Coaching Guide, which offers a step-by-step process for working directly with salespeople as they apply the skills and techniques discussed in CSP.

OUTCOMES

- The Relating section reinforces Counselor Selling skills and behaviors, including building trust and credibility, handling buyer concerns and expectations, and opening sales calls in a way that communicates empathy.
- The Discovering section reinforces skills and behaviors including using effective questioning and listening skills, exploring buying motives, and understanding buying roles and conditions.
- The Advocating section reinforces skills and behaviors including recommending solutions, asking for the business, and overcoming objections.
- The Supporting section reinforces skills and behaviors including applying the four skills that support ongoing buyer relationships: support the buying decision, manage the implementation, deal with dissatisfaction, and enhance the relationship for future business. It also reinforces how to create opportunities for expanding the sale and for cross-selling.