

THE SALES ADVANTAGE APPROACH



GROW SALES BY UNDERSTANDING YOUR CUSTOMER

Here are some questions every sales manager should consider:

- Are you seeing lost sales and don't know why?
- Is your closing cycle longer than it should be?
- Are you experiencing difficulty with challenging prospects?
- Are competitors stealing your customers?
- Do you feel some of your salespeople aren't as effective as they should be?
- Looking for a way to really connect with your customer?

SalesAdvantage Workshops: Our program has helped thousands of salespeople nationwide to fine tune their sales process by better understanding their customers and prospects and connecting with them. Even if you have the best sales process, you won't see the success you want unless your sales force is connecting with your customers.

Over two half day sessions, participants will discover their behavior and motivational make up as well as being able to understand their prospects and their motivators. Often times, sales funnels get clogged with opportunities that aren't moving because:

- Communication styles are not being met
- There are motivator/motivator conflicts
- Social cues are not being understood

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Challenge: The process begins with understanding three difficult or challenging sales prospects. These challenging prospects or clients

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are real and will be a part of the session! We start by describing what makes them uniquely challenging and different.

Learn: We dive deep into Workplace Motivators. These help us understand others and are the cornerstone to better communication with prospects. Each of us has different behavior and motivator make up and this is often where sales begin to fall apart.

Adapt: We will explore how to master adapting behaviors and motivators to connect with your customers at a more unique and stronger level. This deeper connection creates life long customers.



WHAT YOUR TEAM WILL LEARN

Prior to attending, you'll complete two assessments (about 20 minutes online). During the first ½ day we'll explore:

- Why you find inspiration or fulfillment in certain activities.
- How you are perceived by others.
- How these tendencies can be both strengths and potential obstacles in the sales process.

In the second ½ day session, you'll learn:

- How to spot the styles of your prospects or customers.
- How to capitalize on that knowledge by adapting to create a more comfortable and productive working relationship.

If you are ready to grow your sales by better understanding your customers contact us to learn more about SalesAdvantage.



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