

Sales Training

# Sales Workshop: Is Your Competitive Advantage Best Price or More Value?

정규과정

In today's highly competitive market place it is not always possible or smart to be the lowest bidder.

## 교육 내용

Participants will: • Review the latest research that supports the benefits of trust based selling. • Assess the elements to building a sales culture that generates revenue and drives sales. • Experience a paradigm shift on how to deliver customer value that increases loyalty.

## 교육 목적

Set yourself apart from your competitors by understanding how creating REAL value leads to trust.

## 교육 효과

Create a course of action that will help lead you and your sales team to better results by determining if the sales culture, mindset and approach needs to be changed within your organization.