



# SINDALL · JACKSON

S I N D A L L · J A C K S O N · A S S O C I A T E S

## CUSTOMER-ORIENTED SELLING

Customer-Oriented Selling is the most comprehensive and flexible sales development programme available in the marketplace today. Your sales force will learn how to build successful business relationships by helping customers achieve both their business and personal objectives.

COS teaches a consultative process for developing understanding and agreement between the customer and your salespeople throughout the sales process. It's a logical, non-manipulative approach that works. COS develops proven selling skills while teaching your salespeople to be responsive consultants - individuals sincerely interested in helping to achieve the business objectives of their customers.

### WHO WILL BENEFIT?

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New and experienced salespeople, sales managers and marketing personnel.

The flexibility of one-, two- and three-day implementation options enables you to tailor the delivery of COS to your specific audience.

### OBJECTIVES

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Participants in COS will be able to:

determine the customer's objectives and situation factors

understand and use the key customer-focused communication skills

prepare for and learn from each sales call through pre- and post-call analysis

conduct sales calls using a proven four-phase customer focused sales process

effectively handle obstacles without feeling uncomfortable or adversarial.

### WHY IS COS DIFFERENT?

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customised role-plays developed around your customers and your products & services

one-, two-, and three-day options

Coaching for Results, a one-day management reinforcement program.

### COURSE CONTENT

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#### **Unit 1** *Introduction to Customer-Oriented Selling*

Provides an overview of the COS Programme.

#### **Unit 2** *Focusing on the Customer*

The customer's perspective as described by customer situation factors and customer objectives. Customer-focused communication skills.

#### **Unit 3** *The COS Sales Process*

Covers the four phases of the sales process:

- Opening the call.
- Determining customer objectives and situation factors.
- Presenting recommendations using the objective-benefit-feature (OBF) concept.
- Obtaining customer commitment.

Customer-focused skills, taught in Unit 2, are reinforced throughout this unit. Role-plays customized to your sales environment are a key activity in this unit.

#### **Unit 4** *Managing Sales Obstacles*

The processes and skills used to identify and respond to the four types of sales obstacles.

#### **Unit 5** *COS Call Planning*

Developing a customer profile, outlining a call plan, and conducting post-call analysis. This unit also contains an optional Final Role-Play Exercise.

*Continued over?*

## COURSE LENGTH AND FORMAT

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COS is a two-day, interactive workshop for 6 to 18 participants. One- and three-day versions are also available. The workshop improves selling effectiveness through activities that include:

- facilitator presentations and skill modelling readings
- video modelling
- group discussions and problem-solving exercises
- extensive application of the skills and concepts to your sales environment
- multiple pair practices and role-play exercises built around your products or services
- immediate feedback and critique of the participants' use of COS skills and techniques.

## COURSE MATERIALS

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*Facilitator Guide* provides step-by-step instructions on how to facilitate the workshop. Includes overhead transparencies or a PowerPoint Presentation.

*Participant Workbook* contains readings on the key concepts of COS, directions and formats for individual and group activities, and review material to use in the field as reinforcement.

*Video* provides examples of COS skills in realistic selling situations. Workshop participants analyze and discuss the video examples.

*Role-Play Booklets* contains instructions and worksheets for conducting role-play activities.

*Worksheets* include customer profiles and call planning worksheets which are used during the programme and which may be photocopied to use in the field.

## COSTS

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Participant Material	<b>£200</b>
Facilitator's Guide	<b>£1000</b>