

WHY SOLUTION SELLING®?



The Gold Standard in Sales Training

In today's global marketplace, sales executives are asking how their organizations can:

- Compete effectively
- Deliver ever-increasing levels of revenue and profit production
- Effectively increase the velocity of sales opportunities and close them sooner

The Solution Selling Suite is the answer to all these questions. Solution Selling is an integrated, end-to-end training and professional development platform for sales professionals, managers, and marketers. Considered the gold standard in sales process and methodology training, Solution Selling is exclusively owned by Sales Performance International (SPI), a global sales training and performance improvement firm dedicated to helping the world's leading corporations drive measurable and sustainable revenue growth and operational sales performance improvement.

What is Solution Selling?

- A client-focused **sales process**.
- Collection of **methods** that include **job aids and tools** to help salespeople align their selling activities to a buyer's purchasing process.
 1. Identify a prospective buyer's **business problem**.
 2. Lead buyers to a **self-conclusion** about how they can solve the problem.
 3. Assist buyers in visualizing how they can **utilize the capabilities** offered by the salesperson to solve their problem.

Who Needs Solution Selling?

- The Human Resources/
Training Development Team: The Solution Selling Suite provides comprehensive skills and knowledge training and curriculum for sales professionals, managers and marketers
- The Sales Team: Implementation of key planning, execution, and management methodologies in the sales process, coupled with formal reinforcement disciplines are the foundation of Solution Selling
- The Marketing Team: Structured marketing methodologies to align upstream marketing processes and outputs with Solution Selling best practices
- The Executive Leadership Team: Solution-centric principles and methods for aligning the entire organization to effectively market and sell high value solutions

Want to learn how you can transition from selling products or services to marketing and selling high value solutions? Contact us today for more details or registration information.

SOLUTION SELLING®

Key Features and Benefits

Solution Selling® enables you to address critical business issues leading to attaining goals such as:

- More and larger opportunities in the pipeline
- Increased win odds and sales revenues
- Shortened sales cycle length
- Improved forecasting

Target Audience:

- Salespeople
- Marketing Professionals
- Sales Support Specialists
- Sales Management
- Partners and Alliances

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