

The Intelligence Phase

Conducting the most delicate phase of the sales process: discovery customer needs and opportunities

Targets:

The course aims to provide behavioral methodologies to effectively conduct the exploration phase of the client's business needs.

We scenario is the Complex Sales context, in which a number of interlocutors influence the purchasing process. You will be involved in:

- a) The methods of identifying the "Power Map", within companies to be achieved or retained; the modern "Entry Strategies";
- b) The "Intelligence" phase, a delicate and complex moment for defining the real needs of customers, whether expressed or latent, and the entire organizational and operational context of the customer.

Beneficiaries: Sales reps, Key Account Manager, Sales engineers

Program:

- Basic elements of industrial marketing
- Customer Loyalty
- The Purchasing Matrix
- The 3 sales orientations: Reactive, Propositive and Proactive
- Preparation of the visit
- The "Intelligence" phase: discovery and analysis of the client's latent needs
- The Strategic Questions
- The discovery of the Power Map
- Create the sense of urgency and importance of the solution

During the seminar, participants will take part in individual and group exercises and simulations on the real and current market situation in the reference sector.