

MINDSET SELLING®

MINDSET SELLING: AN APPROACH TO SELLING WITH A FUNDAMENTALLY DIFFERENT FOCUS - BUYING

In sales, where you are only ever as good as your last deal, the pressure to perform is constant. With a clear sense of direction and the right tools to hand, sales professionals can learn not just to withstand pressure, but turn it to their advantage.

WHO IS IT FOR AND FOR HOW MANY?

Anyone involved in sales, from new recruit to seasoned professional. Around 12 participants per workshop works best - but we're flexible.

WHAT'S INVOLVED?

Our Mindset Selling System is delivered in three main phases:

1. **Discovery:** working closely with you to define specific objectives, understand existing processes, and clarify the key pressure points affecting performance
2. **Introductory workshops:** introducing the key principles, maps and tools that make up our Sales System; usually based on a 3 day format. Topics covered are:
3. **Implementation:** ongoing support, post training coaching including a programme of 12 customised modules, to develop and consolidate Mindset Selling skills

RESULTS AND SKILLS

At the end of the programme, every participant will have:

- » A clear understanding of the key principles involved in customer-focused selling
- » A new awareness of the major "traps" to avoid in selling and how to deal with them
- » A clear diagnosis of their current deals, identifying the most important next steps
- » A working knowledge of the Mindset Selling map and the main selling skills tools

WHY GAZING?

Putting a focus on:

- » Performing under pressure in a real sales environment
- » Using unique clear one page maps and practical tools available in a range of easily usable formats to help control pressurised situations
- » The critical importance of post training coaching and implementation to ensure continued use of tools and strategies
- » Developing a strong measurable ROI

- » Pipeline management
- » Engaging new contacts with impact
- » Negotiating skills
- » Communication skills
- » Objection handling
- » Understanding the decision making process

"Gazing provided us with a frame- work which clearly highlights the components required to develop a high performing team. The initial programme and follow up sessions are presented in a format that forces us to focus on the clarity of our team's purpose. When combined with an under- standing of the effects of pressure, this work has helped us to strive for 'superior performance' in times of almost incessant change."

Stephen Cronin MD
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