



# Business Focused Selling

## Program Description

Business Focused Selling is an advanced sales training program that combines the elements of consultative sales and business acumen into one program. The goal of the program is to help sales professionals develop questions that will ultimately help their customers grow their business and improve some aspects of the Income Statement. To uncover more customer needs, it is critical that sales professionals are able to ask more thorough business questions of their customers. It is by asking better questions that solutions can be offered that add greater value to the customer and block the competition at the same time.

### AUDIENCE

Sales Professionals  
Managers

### DELIVERY OPTIONS

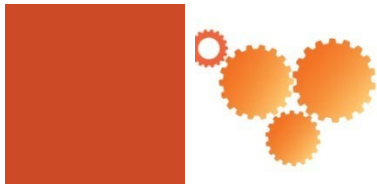
1 day, classroom

## Objectives

Through this program participants will:

- Review the Consultative Sales process
- Review business acumen terms
- Develop business focused impact questions
- Identify two targeted customers to increase sales and block the competition
- Practice using business focused selling questions with key accounts
- Develop a plan to use business focused selling with key accounts
- Execute and share your plan





## Program Benefits

The outcome of *Business Focused Selling* is stronger business relationships with key strategic customers. From this program, participants are able to uncover greater needs and provide solutions that add tremendous value to their customers' bottom line. Participants will leave this program able to offer solutions that replace their competition, thus reducing the sales of the competitor.

## Measurement/Evaluation

At NuVue Business Solutions, we believe in *Learning That Never Stops™* and it is with this approach that we will partner with your organization to help you measure initial behavioral changes and business results. Our goal is to help you turn training into action and action into results. Our Extended Learning System will help you ensure skills are transferred back on the job and you get the desired performance change.

*"Best sales training ever, practical – business focused."*

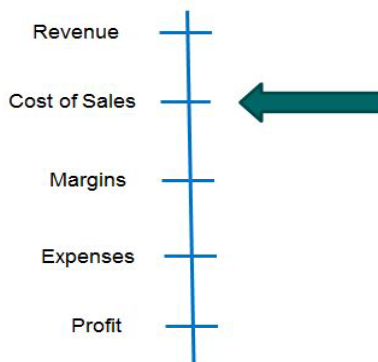
-Sales Representative, Bayer Crop Science

*"Success is getting a sale and locking out the competition at the same time."*

-Stephen Rezac, CEO NuVue Business Solutions



Anticipated Solution



Unanticipated Solution

