WHY DIALOGUE BASED SELLING?

Today’s sales professionals are under intense pressure to sell value, not price, in a complex business environment. In addition to facing savvy well-trained buying teams, they must differentiate themselves, their solution and their company so customers can make the right business decisions rather than stick with the “status quo” or choose what appears to be the lowest up front price. Sales people must engage decision makers and prove that they offer the best solution with the strongest ROI. Asking the same old boring questions everyone else asks simply doesn’t work. Likewise, just telling buyers what they already know, or should do, is also a prescription for failure. Success requires a planned (but not scripted) dialogue that creates immediate interest, identifies and prioritizes previously unconsidered or underappreciated needs, and demonstrates high levels of collaboration and innovation. Dialogue Based Selling enables sales people to engage customers in new, provocative ways, uncover opportunities for innovative solutions, and share information, insights, and “Nuggets of Value” that bring immediate value to stakeholders.
Dialogue Based Selling (DBS) will enable sales people to:

- Effectively engage customers to create immediate interest
- Differentiate themselves and their solutions
- Identify and prioritize previously undiscovered, unconsidered or underappreciated needs
- Demonstrate high levels of collaboration and innovation

The GPG behavior change approach provides the skills, tools and strategies to drive a value-based solution and ROI-focused customer dialogue.
ESTABLISH A BEHAVIORAL SHIFT. WIN OPPORTUNITIES FASTER.

DBS equips sales teams with skills that get results

Create, shape and sell value

Ask thought-provoking Striker Questions to gain better information faster

Identity growth opportunities and turn them into action

Explain and position the full value

Provide insights that educate the client and create value for every interaction

Anticipate & overcome objections, questions and concerns

Close for action
HOW DBS IS DELIVERED

All of our training solutions are a mixture of proven strategies honed through decades of application and small group sessions that coach people to use it. Therefore we implement a behavior change process that combines a highly tailored approach: live workshops (face to face or virtually live), pre and post workshop activities, application clinics, coaching sessions and tools to measure impact.

Our unique model can be delivered in 14 different languages and will not limit you to a per seat/per license charging model, but rather enable you to deploy a fresh approach on a global scale, with a predictable investment, for maximum results.
Global Performance Group (GPG) is a global corporate training company that believes the only way to effect lasting change is to transform habits by providing cutting edge content and coaching people to apply it to their real-life business cases.

GPG helps sales forces to practice and execute strategies that guarantee bottom line success. Sales professionals will develop the skills, tools and confidence that will enable them to create, shape and sell value in a tough environment. Most people know the theory behind “What” to do, but fail when it comes to the “How”. Sales professionals will gain the competence of the skills, the confidence to execute those well and the courage to leave operate outside their comfort zone. Participants will develop new skills and techniques to leverage the inevitable tension and generate a successful outcome for all stakeholders.

GPG provides its behavior change approach across all seven continents in 14 languages. Our clients are international in size and reach, and are looking to upskill employees with new methods that work across the new global economy.
LET'S START A DIALOGUE

For more information about the content in this document or if you would like to discuss your company's training initiatives please contact us on:

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