SALES

RETAIN, RENEW & GROW

www.globalperformancegroup.com
WHY RETAIN, RENEW & GROW?

Today’s sales professionals are under intense pressure to up sell, cross-sell and expand existing customer relationships to its maximum. In addition to facing well trained and savvy buying teams, they must process unprecedented amounts of information and differentiate themselves, their solution and their company so customers can make the right business decisions. They know that to be truly successful they must plan, manage and develop strategic accounts, engage decision makers and prove 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 customer what they already know, or should do, is also a prescription for failure to retain and grow customer business. Retain, Renew, and Grow enables sales people to collaborate with existing customers in new, provocative ways, uncover opportunities for innovative solutions, and share information, insights, and “Nuggets of Value” that bring immediate value to key accounts.
Retain, Renew & Grow (RRG) will enable sales people to:

- Achieve renewal goals
- Develop new opportunities to upsell more to existing clients
- Cross sell to other customer buying organizations
- Improve the customer’s experience
- Identify issues before they become obstacles to renewal
ESTABLISH A BEHAVIORAL SHIFT.
WIN OPPORTUNITIES FASTER.

RRG equips sales teams with skills that get results

- Identify accounts for Retention, Renewal and Cross Sell/Up Sell opportunities
- Understand customer's needs, and identify & prioritize undiscovered client needs
- Ask thought provoking Striker Questions to develop new Cross/Up Sell opportunities
- Position and frame the value of their complete solution
- Share insights that educate the client and create value for every interaction
- Anticipate & overcome objections, questions and concerns
- Create urgency and Close for Action
HOW RRG 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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