

"Everyone lives by selling something."

- Robert Louis Stevenson

"Rainmakers 'onionize'. They remind themselves to keep probing, to keep asking questions, especially why, why, why, and why. They ask, probe, dig, diagnose, and listen. Customers are more impressed by intelligent, legitimate, get to the problem questions than they are by a phony inquiry."

- Jeffrey J. Fox, *How to Become a Rainmaker*



World Class Selling<sup>sm</sup>  
FOR THE 21<sup>st</sup> CENTURY

## Premise

Today's highly effective salespeople view their role as valuable, and see themselves as a member of an *outstanding* profession with its own set of skills and technology. They understand that how they establish, build and maintain relationships is the key to their success. They know that enthusiasm for their profession, coupled with core skills, sound strategies, and mutual respect for others are the foundation for building collaborative selling relationships that add value for their customers.

The professionals who embrace the challenge, who seek to learn and practice CORE selling skills, who strive to keep pace with business events and issues, and who respect and solicit the ideas of others are unequivocally poised to succeed in today's highly competitive environment.

## The PEERS Program

Whether one is new to the selling profession, or a seasoned veteran, PEERS will help salespeople discover or revitalize their commitment to selling. Through an engaging, fun-filled simulation, the PEERS program offers participants the opportunity to develop and apply critical sales skills - those identified as making the difference between highly effective and average performers.

PEERS provides salespeople with skills that help them align with their customer's business needs and understand how their customer makes decisions.

The **PEERS** name and acronym - **Position, Explore, Educate, Recommend, Satisfy** - was deliberately selected to convey the customer expectation that the sales interaction will be a collaborative, side-by-side experience. The focus of the interaction is on the customer, and the cus-

tommer is a PEER or equal. The role of the salesperson is to engage the customer in the interaction in ways that encourage *both* to work together to solve business issues.

No matter what one sells, in which markets or to what type of customer, PEERS provides a powerful methodology for involving customers and gaining their confidence and commitment in business to business settings.

## Learning Objectives

After completing this workshop, participants will be able to:

- Assess their own performance against key characteristics of highly effective salespeople.
- Prepare Call Openings that position value, set a professional tone, and establish agreement for the direction of the call.
- Apply a proven process to

acquire in-depth knowledge of a customer's circumstances, needs, and strategic business issues.

- Develop possible solutions through effective, thought-provoking questioning.
- Involve customers by focusing primarily on their unique situation, challenges and circumstances.
- Listen actively in order to gain a thorough understanding of the customer's needs and conditions of satisfaction.
- Educate customers through mutual exploration of the benefits of a solution that meets their requirements.
- Recommend solutions in a way that demonstrates value and compels action.
- Understand the steps essential to exceeding customer requirements and earn their long-term loyalty.



## SPECIFICATIONS

**Target Audience** - New or experienced sales professionals

**Length** - 2 - 2.5 days

**Class size** - Up to 12 participants

**Methodology** - Simulation, audio, reading, interactive team activities, group discussion, skill practices

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## The Explore and Educate Models

### Program Overview

During the PEERS seminar, participants are introduced to dynamic skill models and techniques that they apply in exercises and face-to-face interactions to develop mastery. A brief overview of the primary units follow:

**FOUNDATIONS** - In this unit, participants examine selling as a process, the four approaches in selling, and explore actively the characteristics of highly effective salespeople.

In **STRATEGIZE**, participants learn the importance of demonstrating value early and throughout the sales interaction. Strategizing requires the sales person to invest time in learning about the customer and their business *before* making initial contact. Strategize also involves planning for the sales interaction by preparing a call plan that

will engage the customer and identify the possible needs the sales professional might be able to address.

The **POSITION** unit introduces how to develop Call Openings that set the stage and agenda for the call, demonstrate value, and begin to involve the customer in the interaction.

**EXPLORE** - In this segment salespeople learn the power of effective questioning. Participants learn how to use open and closed questions specifically targeted to understand first the customer's circumstances, problems, opportunities, and competitive challenges. They then assess the consequences of acting or of not acting to resolve those business issues by asking thought-provoking questions. These thought-provoking questions help the customer see things from a different perspective, and help define

the needs the selling organization can provide.

Participants also practice active listening skills that encourage customer participation as well as demonstrate their understanding of the customer's situation and needs.

**EDUCATE** - Based on the mutual discovery that has taken place, salespeople now educate the customer on the relevant product features and benefits that may address the customer's needs. Yet, learning is a two way exchange. Through the process of educating the customer on possible solutions, the customer is encouraged to provide feedback and together, arrive at a viable solution.

In the **RECOMMEND** unit, participants learn how to present final solutions to a customer, ensuring that solutions cover the customer's specified needs

and conditions of satisfaction.

Participants are then exposed to the **CUSTOMER FEEDBACK CONTINUUM**. In this unit, they learn the models for handling four types of customer feedback - No interest, Doubt, Interest, and Confidence /Commitment. They engage in 'rapid fire' drills that require the application of the skill models.

The final unit, **SATISFY** explores what it takes to satisfy the customer on an on-going basis with focus on mutual responsibilities in order to ensure success.

The program concludes with a **TOOLS & CONNECTIONS** activity, where participants revisit key concepts, skill models and tools, and plan for their incorporation in both planning for and conducting face-to-face sales calls.

For more information on how PEERS can dramatically impact your selling organization, please contact:

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