

# Navigating the Complex Sale™

*Do you have Sales Professionals who excel in a single point of sale, but struggle in a complex sales environment?*

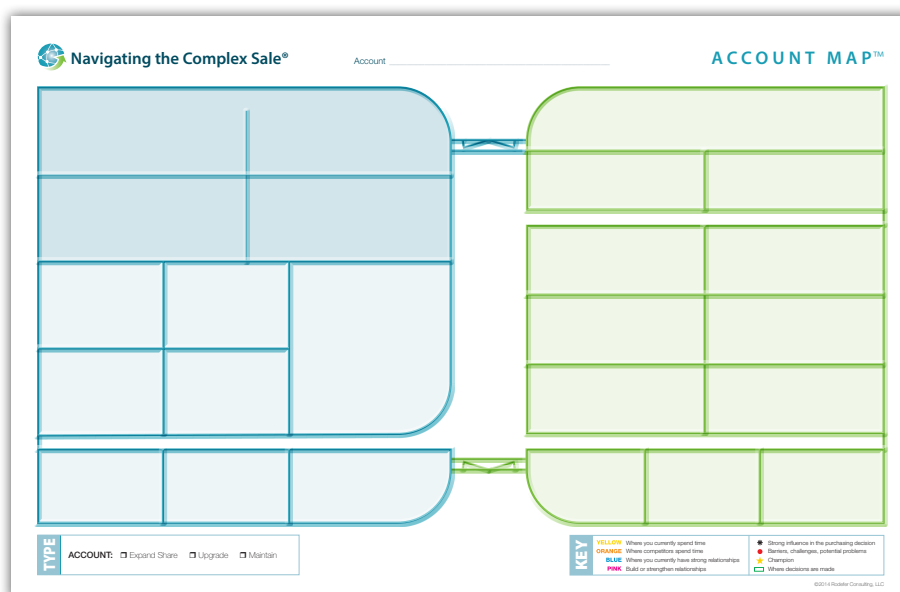
*Is strong business acumen and strategic thinking a core competency required to drive your sales force effectiveness?*

If your answer is yes, you'll find solutions in **Navigating the Complex Sale™**. This dynamic account management course provides a process for building an account strategy when multiple customers influence the decision to use your products.

## What Participants Learn

Using pre-work completed prior to the workshop, participants in **Navigating the Complex Sale™** will:

- Work with a customized Account Map™ that represents your customer's environment
- Clarify the customer's decision-making process
- Understand how to sell different types of stakeholders
- Use a simple process to build account strategies
- Set SMART Goals
- Prepare for new customer conversations



# Implementation Time Line

The primary objective of **Navigating the Complex Sale™** is to engender strategic thinking. Key concepts are delivered in a highly interactive seminar, followed by manager led follow-up calls that build accountability. A train-the-trainer approach equips managers or in-house trainers to facilitate these sessions.



## Critical Success Factors

The key components that set the stage for success with **Navigating the Complex Sale™** are:

- Content customized for relevancy
- Pre-work completed with target accounts
- Managers prepared to facilitate, model and coach
- Group developed best practices
- Structured follow-up sessions ensure application

## Benefits to Your Organization

Strong business acumen is increasingly becoming a required skill set. Sales Professionals who think strategically consistently enjoy these benefits:



Building People. Enhancing Results.

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