

# Synergy Client-Centric Selling



## Duration

2 days (customisable to 1 day)

## Group Size

Maximum 12 participants

## Who Should Attend

Sales Professionals

## Program Outcomes

- Connect with stakeholders in meetings at a strategic business level, maximising engagement and the flow of relevant opportunities
- Develop strong levels of trust from the first meeting with senior stakeholders, positioning the sales professional at high levels in the customer organisation, where the buying decisions are made
- Drive heightened levels of interest and urgency – increasing priority for action and giving a high sense of value to your solution
- Minimise resistance – decreasing sales cycles
- Develop strong ability to differentiate, minimising competition and increasing size of wallet

## Business Challenge

Many salespeople talk about the solution much too early and make the assumption the client has a high awareness of their needs and enough desire to act on them. This means the salesperson neglects a critical step, building urgency in the mind of the customer.

In a competitive business landscape sales people need to engage the client at a deeper level and tap into the emotive drivers and help the client think things through. This program provides a client-centric approach to selling which will build stronger client engagement and significantly differentiate salespeople from their competitors.

## Program Overview

The Synergy Client-Centric Selling program is a high impact targeted workshop which enables salespeople to develop skills that will take the sales conversation beyond gathering information, to what's motivating the client in their purchasing decision.

One of the key things vital for salespeople to understand is how a client is motivated. Armed with this information they are then able to adjust their selling approach to meet the client's needs and motivators, enabling them to influence them in favour of the organisation and build greater client intimacy.

This program explores client psychology in decision making and the buying process, also addressing other critical elements in the sales process such as meeting structure, persuasive questioning, differentiating the organisation and handling client resistance.

*"Client-Centric Selling allowed my consultants to think about asking for the business in a logical, credible and relaxed manner. It provides structure, principles and thought process to a client interaction which helps generate a successful outcome. It was exactly the training we needed and I am confident our business will improve as a result. Well done Synergy! I will definitely be recommending to other businesses."*

*General Manager, Business Enterprise Services,  
NSW Business Chamber*

*"... I find the models and content within the Synergy methodology to be of very high quality and relevance to our sales culture, and our client proposition."*

*Business Learning Manager  
Top 4 Bank*

## More Information

02 9238 6633

[info@thesynergygroup.com.au](mailto:info@thesynergygroup.com.au)

## Key Components

- Building Trusted Advisor relationships
- Attitude and the effect of expectations on behaviour and sales results
- Understanding the buyers decision making process
- The 5 stages of the Synergy Client-Centric Selling Model
- Sales call planning and persuasive meeting set up
- Strategic questioning to uncover needs and build motivation to act in favour of your organisation
- Differentiating your organisation
- Asking for the business
- Managing client resistance
- Skills practice and individual feedback

## Research & Approach

Comprising a seasoned team of organisational psychologists, Synergy constantly monitors and interprets client purchasing data throughout Australia, Asia, UK and USA. In addition to external data sources, Synergy is constantly compiling its own data repository, updated through our assessment systems to ensure we keep pace with best practice behaviours.

The program approach is ensuring the client is at the centre of everything the salesperson does from first understanding the motivation process in clients, to structuring the interaction and skills to take the client on a thinking journey to appropriately influencing their decision towards your organisation.

## The Results

As a result of attending this program, business professionals will be equipped to:

- Understand the psychology behind the buying decision and how to influence this in your favour
- Increase client engagement and advocacy through the application of a client-centric meeting structure for interactions – leading to greater differentiation, and share of wallet
- Go beyond a discussion about known needs, by engaging in a conversation that takes the client on a thinking journey to build their awareness and urgency to act on your organisations solutions
- Uncover latent customer needs resulting in new business opportunities