

# Synergy High Performance Selling



## Duration

1 day

## Group Size

Maximum 12 participants

## Who Should Attend

Sales Professionals

## Program Outcomes

- Maximise outcomes in customer meetings
- Build trust quickly to encourage more open business discussion
- Differentiate your company, its people and your solutions in the face of tough competition
- See opportunities through a strategic business discussion and progress them to the sale
- Conduct meetings that set your company apart

## Business Challenge

In a competitive business landscape sales people need to engage the client and build trust quickly to therefore have the business discussion.

This program provides a client-centric approach to selling, which will build stronger client engagement significantly and 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 is not the A to Z of selling; it covers the big rocks that will provide selected key selling skills to ensure persuasive client conversations and greater business conversions.

*"The opportunity for a home finance manager to receive this type of training is absolutely what will make a difference right now. Delivered in a format and environment, which strongly aligns to the 'real world' of customer interactions. My team felt and left engaged, and with the belief this will make them better."*

*Practice Manager,  
Top 4 Bank*

*"Easily the best workshop I've been to in a long time - I will definitely be putting my learning to use and strongly believe I'll be more effective in my role by doing so. Thanks very much!"*

*Program Manager  
National Media Company*

## More Information

02 9238 6633

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## Key Components

- Understanding the buyers decision making process
- The 5 stages of the Synergy Client-Centric Selling Model
- Application of the Synergy Meeting Structure to ensure the meeting is client centric
- 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
- 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:

- Recognise how customers are motivated when making a buying decision to enable a client-centric approach to selling
- Increase client engagement and advocacy through the application of a client-centric meeting structure to all interactions
- Engage with clients through persuasive questioning and building organisational capability to develop greater commitment towards your solutions
- Increase both sales and advocacy in the process