

THE INFLUENTIAL SALESPERSON

from Different to Distinctive

PROGRAM DETAILS

- The Influential Salesperson can be delivered over one day, or divided into two or three sessions.
- Content is relevant and meaningful to experienced salespeople who wish to raise the bar on their performance.
- Groups larger than 20-25 participants may require more than one facilitator.



SELLING IN THE 21ST CENTURY

The credibility of a well-known brand can often open the door for salespeople to potential customers. Yet the effects of even substantial investments in brand building can quickly deteriorate when salespeople lack the commitment, understanding and competencies to be true ambassadors of your company's brand.

Are your salespeople positioning themselves to fully leverage the benefits of the marketing, advertising and PR investments in building your company's brand(s)?

CONSIDER THESE QUESTIONS:

- Do your salespeople know how to create outstanding customer experiences that fulfill your company's brand promise?
- Do they have access to the decision makers because their consistently high standards have built trust in themselves and your brand?
- Is your product, service or company perceived as clearly distinctive? Or are your salespeople constantly forced to compete on price?
- Do your salespeople have strong relationships with customers based on the power of their own personal brands? Or do they struggle to stand out from the crowd?

As graduates of The Influential Salesperson program, your salespeople will have learned what they need to do to separate and distinguish themselves from the competition. They will know how to build greater influence through steps they can take every day to be positioned as trusted advisors and the "go to" resource for their customers and clients.

THE RESULTS: More Sales! More Repeat Business! Higher Profit Margins and a Solid Foundation for the Ongoing Success of the Company and the Salesperson.

They will have gained insights into the specific attitudes and behaviors that lead to enduring customer relationships.

PROGRAM PROFILE:

Through an engaging process of interactive discussion and individual reflection, participants in The Influential Salesperson gain powerful insights into how they can deepen and enrich key relationships with customers. They learn the strategic importance of their company's brand promise and the critical role they play in keeping that promise.

Each participant creates a Brand Signature that is designed to re-enforce their own unique attributes, standards and style and inspire a deep, personal commitment to providing an exceptional customer experience. Through a follow up action plan they formulate a strategy for gaining more influence with customers through strengthening their personal brands.

"The Influential Salesperson helped me understand how the strength of my personal brand impacts the relationships in my life. It provided valuable ideas as to how I can better serve my customers and help my business flourish."

– Nathan Holm - V.P. of Client Services, Acept Media, LLC –

FOR MORE INFORMATION PLEASE CONTACT:

TransForm Corporation 1-800-228-1218
9717 Colorado Rd. 952-835-0300
Bloomington, MN 55438 info@transformcorp.com