



Sales Credibility

AUGMENTER SON IMPACT COMMERCIAL

Sales Credibility Overview

Sales Credibility™ is the sales training designed to help any sales person understand what creates credibility in individual client interactions. Sales Credibility allows any sales person to replicate success with every client, on every sales call.

The material in Sales Credibility™ focuses on what creates successful sales interactions by teaching the specific behavioral cues that let the sales person:

- Know how to move the sale - *successfully* to the next step.
- Know how to predictably interact *successfully* with clients to increase long term sales relationships.
- Significantly decrease the front end of the sales cycle which is often spent on trying to establish trust through time, as opposed to creating credibility with clients by interacting in their preferred style.

Skills learned from the Sales Credibility training are the foundation and the catalyst for any sales process to work in any environment. Sales people who complete the Sales Credibility training attain a strategic approach to use with every client, individualizing the process and creating stronger relationships. The result:

- Shorter sales cycles
- More accurate forecasting
- More predictable sales results

Benefits of Sales Credibility to a Sales Organization

Specifically, Sales Credibility™ gives a sales organization the skills to know how to consciously and systematically create and sustain a relationship with any client. It teaches the sales professional how to effectively get the first appointment, open the call, determine client needs, and close the sale.

The Sales Credibility™ methodology improves the sales professional's ability to:

- Significantly improve sales call effectiveness
- Provide solutions that are aligned with the client's key business objectives
- Maintain control of the sales process
- Accurately qualify and forecast business opportunities
- Build enduring relationships with senior level management.