



conversation skills

for high-velocity sellers

your challenge

If you're selling in high-volume, high-velocity transactional situations, there's lots of pressure to close the deal in a one- or two-call sales cycle. And as more companies focus on the small-to midmarket where there's fewer decision makers, many virtual sellers will be depending on a short sale cycle to close the deal so they can make their number.

In this environment, you have precious little time to run through the multi-stage sales process your company may teach on the enterprise side. These deals often depend on a sole decision maker—an owner, president, or sole proprietor who will say yay or nay. You don't need to be a trusted advisor--you need to motivate buyers to act quickly while fully articulating a differentiated value proposition...and quickly move to a favorable decision.

80%

of the sales cycle now happens in digital or remote settings

what's going wrong?

- Sellers are asking too many discovery questions and taking the conversation away from where they are most differentiated.
- Sellers are following scripted demos of what the product does without considering what it would actually mean to the customer.
- Sellers are pushing for close too quickly by jumping right to product feature/functionality.

what if you could...

- Create urgency that moves your prospects away from the status quo?
- Avoid feature-function competitive battles that result in smaller margins and stalled deals?
- Expand your relationship into new areas of the organization?

if...

Your stories don't do enough to clearly separate you from the competition...

You're struggling to justify the value you bring for the price you charge...

You're having difficulty selling more broadly within accounts and upselling customers on new and additional offerings...

then...

Create urgency and action in transactional sales conversations with Corporate Visions' Conversation Skills for High-Velocity Sellers.

what it is

With Corporate Visions' **Conversation Skills for High-Velocity Sellers**, your sellers will learn to motivate buyers in high-volume, high-velocity sales cycles to act quickly while fully articulating your value.

- **Create Value Skills for High-Velocity Sellers:** Defeat the status quo and differentiate your solutions.
- **Capture Value Skills for High-Velocity Sellers:** Negotiate the best possible price for your solutions.
- **Expand Value Skills for High-Velocity Sellers:** Reinforce your value and create more opportunities.

Each course can be delivered online or in person, and features digital workbooks and assets, frameworks and templates to guide application, and access to post-workshop reinforcement.

what you gain

- Understand how buyers frame value and make buying decisions so your messages can be more persuasive and motivating.
- Differentiate your solutions by communicating what prospects can do differently with your solution, and what that means to them.
- Apply situational fluency to take an existing customer and renew your relationship with them, or upsell them to more.