Customer-Oriented Selling

**Customer-Oriented Selling (COS)** is the most comprehensive and flexible sales development program available in the marketplace today. Your sales force will learn how to build successful business relationships by helping customers achieve both their business and personal objectives.

COS teaches a consultative process for developing understanding and agreement between the customer and your salespeople throughout the sales process. It’s a logical, non-manipulative approach that works. COS develops proven selling skills while teaching your salespeople to be responsive consultants—individuals sincerely interested in helping to achieve the business objectives of their customers with your products or services. COS offers a route to more satisfied customers, more successful salespeople, and better long-term business relationships.

**Who In Your Organization Will Benefit?**

New and experienced salespeople, sales managers, and marketing personnel. The flexibility of one, two, and three-day options enable you to tailor the delivery of COS to your specific audience.

**Why is COS Different?**

- Customized role-plays developed around your customers, products, and services
- One, two, and three-day implementation options
- Level one, two, and three measurement options
- Custom video option
- Two-hour Skill Builder workshop for infield follow-up

**Course Length and Format**

The core COS program is a two-day, interactive workshop designed for 6-18 participants. One and three-day versions are also available. The workshop improves selling effectiveness through activities that include:

- Facilitator presentations and skill modeling
- Readings
- Video modeling
- Group discussions and problem-solving exercises.
- Extensive application of skills and concepts to your sales environment
- Multiple pair practices, group, and role play exercises built around your products or services
- Immediate feedback and critique of COS skills and techniques
- Video vignettes of real world comments and tips from successful salespeople in various industries

**Impact**

*Participants in COS will be able to:*

- **Learn** to determine the customer’s objectives and situation factors.
- **Understand** and use the key customer-focused communication skills.
- **Prepare** for and learn from each sales call through pre- and post-call analysis.
- **Conduct** sales calls using a proven four phase customer focused sales process.
- **Effectively** handle obstacles without feeling uncomfortable or adversarial.

**Developing Organizations to Execute Business Strategy**
Course Materials

Customizable to fit your industry and organizational culture

Facilitator Guide
- Step-by-step instructions on how to facilitate the workshop; includes PowerPoint Presentation.

Participant Workbook
- Contains readings on the key concepts of COS, directions and formats for individual and group activities, and review material to use in the field as reinforcement

Video
- Provides examples of COS skills in realistic selling situations to which your salespeople can relate. Workshop participants analyze and discuss the video examples. The video also contains comments and tips from sales professionals in various industries.

Role-Play Booklets
- Contains instructions and worksheets for conducting role-play activities

Participant Workbook
- Includes customer profiles and call planning worksheets which are used during the program and which may be photocopied to use in the field

Session Content

Unit 1: Introduction: Provides an overview of the COS Program content and sales process

Unit 2: Focusing on the Customer:
- Understanding the customer’s perspective through insight into customer situation factors and objectives
- Developing and applying customer-focused skills of questioning, listening, and verifying
- Customer focused skills taught in Unit 2 are reinforced throughout COS. Role-plays customized to your sales environment are a key activity in this unit

Unit 3: The COS Sales Process: The steps in each of the four phases of the sales process
- Opening the call
- Determining customer objectives and situation factors
- Presenting recommendations using the objective-benefit-feature (OBF) concept
- Obtaining customer commitments

Unit 4: Managing Sales Obstacles: The processes and skills used to identify four types of sales obstacles
- Participants are taught how to respond to these obstacles and then return to the sales process

Unit 5: COS Call Planning: Applies the ideas, skills, and terminology learned to plan upcoming calls.
- COS Call Planning covers developing a customer profile, outlining a call plan, and conducting post-call analysis. This unit also contains an optional Final Role-Play Exercise

Customer Oriented Selling is a product of the Vital Learning Corporation

GrowthSource Incorporated • 601 Carlson Parkway • Suite 1050 • Minnetonka MN • 55305 • 1-800-563-8332
www.growthsourceinc.com

Customer Oriented Selling is a product of the Vital Learning Corporation