



## Real Solution Selling

**Duration: 2 Days**    **Course Code: RSS100E**

---

### Overview:

The Real Solution Selling program is a 2-day workshop designed to help sales professionals develop the skills and competencies required to succeed in Solution Selling.

---

### Target Audience:

All sales professionals and internal partners involved in selling solutions to customers.

---

### Objectives:

- **After you complete this course you will be able to understand :**
  - The differences between product or needs based selling and solutions sales
  - The Solution Selling Process
  - How to use a questioning-process to uncover and develop sales opportunities
  - Understanding your customer's Business Model
  - Uncovering decision criteria
  - Aligning the Decision Making Unit
  - Providing leadership to internal and external partners to improve the end-customer experience and close more business
  - Selling business value – not features and benefits
  - Applying advanced influence to gain decision maker commitment
- 

### Follow-on-Courses:

**The following courses are recommended for future development :**

- Team-Based Selling
  - Building Strategic Partnership
  - Leading EDGE Selling.
-

## Content:

### Introduction

- Program objectives and agenda
- Personal Learning Goals
- The evolution of professional selling

### What is Solution Selling?

- Product versus Solution selling
- The Solution Selling Process

### Uncovering Solution Selling Opportunities

- The importance of effective account planning
- The Strategic Questioning Process

### Developing Sales Opportunities

- Refining your understanding of the problem and situation
- Securing executive sponsorship
- Understanding the customer's motivation to take action

### Creating Customised and Integrated Solutions

- Providing informal leadership
- Influencing decision criteria
- Defining business value

### Closing the Deal

- Influencing decision makers
- Surfacing and dealing with buying resistance
- Dealing with competition

### Program Wrap-Up and Action Planning

- Your Solution Sales Opportunity
- Personal Action Planning

---

## Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

[training@globalknowledge.com.eg](mailto:training@globalknowledge.com.eg)

[www.globalknowledge.com/en-eg/](http://www.globalknowledge.com/en-eg/)

Global Knowledge, 16 Moustafa Refaat St. Block 1137, Sheraton Buildings, Heliopolis, Cairo