



ANALYSE CREATE MOTIVATE

**VUE** my solution

**Trust  
Sales  
Confidence**

### **Building Trust with Clients**

While many Professionals fear the word “sales”, at the end of the day all Professionals are selling something - trust, ideas, solutions, relationships, themselves.

**My Solution** provides Professionals with a Trust--based approach to the concept of “sales”. Specifically, you learn how to approach Prospects or Clients, uncover and clarify their needs and work with them to develop potential solutions...all within the foundation of developing real Trust in the relationship.

Professionals also have the opportunity to review sales psychology in services industries and understand how Clients and Professionals approach the core issue of Trust in a relationship.

**My Solution** provides a complete “sales” methodology for Professionals, without any of the clichéd or complicated spin from most American sales systems. This extremely interactive training experience has you on your feet, practising in safe environments with your peers, presenting you with challenging real-life scenarios and giving you an opportunity to rebuild your entire approach to Trust and Sales.



### **My Solution will help you...**

Re-start revenue growth with an established Client base. Turn passive Client service into proactive Client management. Understand the building blocks of Trust.

- How to build, or destroy, Trust
- How Clients make buying decisions
- How to structure a “sales” meeting
- Understand Client objectives
- Manage engaging sales discussions
- Present solutions at the best time
- Avoid uncertain sales outcomes
- Handle tough questions, situations
- Build an end-to-end sales process
- Avoid any hard sales or pushiness

# Sales

*In selling as in medicine,  
prescription before diagnosis  
is malpractice.*

Tony Allesandra

## My Solution Workshop Agenda...

### CREATE

Vue Consulting's Learning Methodology is called ANALYSE CREATE MOTIVATE, representing the before, during and after stages of a training experience. The CREATE phase includes our Workshops and face-to-face learning. **My Solution's** CREATE phase requires the equivalent of a two full days of Workshop held as a half-day, then a full, then a half-day over a period of 3 -5 months. The Workshops themselves cover...

#### Part 1 - Open

- The Buying Cycle of services
- The building blocks of Trust
- Preparing for and opening effective sales meetings

#### Part 2 - Engage

- Review activities from Part 1
- Best practices of Trust
- Engaging Clients in effective sales discussions
- Listening and rapport building

#### Part 3 - Action

- Review activities from Part 2
- Using Trust to help in difficult Client and sales scenarios
- Achieving sales outcomes
- Sales success and hurdles

### ANALYSE MOTIVATE

The ANALYSE (preparation) phase includes preparation activities for management and participants. The MOTIVATE (follow-up) phase includes online training, email coaching, conference calls and final activities.



ANALYSE CREATE MOTIVATE

### My Solution particularly suits Practices or Professionals with...

#### Little or no sales experience

You will learn a comfortable, ethical approach to "sales" from the ground up, including how to structure an effective Client meeting.

#### An aversion to sales

You will revisit your approach to sales and how to avoid old school, pushy sales techniques while still conducting effective meetings.

#### A focus on "servicing"

You will understand how servicing and sales intersect and reframe the concept of "sales" around the concept of "solutions".

#### A desire for an engaging sales process

You will learn how to engage Prospects and Clients with high value questions and foster a feeling of collaboration, rather than interrogation.

#### Low "sales closure" rates

You will specifically target common, real life sales hurdles and how the generation of Trust can help a Client make better buying decisions.

#### A desire to (re)build Trust with Clients

You will understand the components of Trust and put them into practical action through-out your Client experience.

#### Long or complex sales processes

You will build supporting collateral and review your entire sales process to create a structured approach to the development and presentation of Client solutions.