

K&R Sales Offering Benefits:

- ❖ Increase revenue by selling more products and services to your customers.
- ❖ Learn how to leverage the potential that lies in every sales person on your team.

K&R Sales Offering

Building a Customer-Focused Sales Culture

Customers have fingertip access to a vast array of resources that give them tremendous knowledge - and power. That means the potential for selling more products and services to your customers is rising, but only if you equip your sales team with one key skill: **customer knowledge**. Understanding your customer, learning how to put the customer first, and leveraging the potential that lies in every sales person on your team is the winning formula for top line revenue growth. Maximizing sales potential is what K&R Sales Offering is all about.



The Customer-Focused Sales Culture will:

- Increase market share, sales volume and new accounts
- Increase revenue per existing account
- Increase top line sales and sales productivity
- Accelerate and shorten the sales cycle and buying decisions
- Tailor presentations based on the preferred buying style of your customers
- Stop pressing the discount button - Win Wisely
- Build stronger and longer-lasting relationships with clients
- Accelerate the development of sales staff
- Master prospect interviewing techniques that lead to better, faster results
- Establish credibility and trust to create interest
- Sell value versus price
- Improve listening skills and responses to customers or prospects
- Understand how to manage conflict in the selling cycle

K&R professionals have practical and real world Sales, Sales Management and Executive experience. They have led successful sales organizations within companies such as IBM, Oracle, Ernst & Young, Baan, Computer Associates and PeopleSoft in addition to multiple emerging growth organizations. The development of Customer-Focused Sales takes the orientation away from being product specific to understanding the specific customer requirements which will be addressed by your company offerings. We call this the process of building positive value-based leverage to close.

For over fifteen years K&R Negotiations has been recognized as an industry leader in Negotiations and Sales Development. Our library of **courses and support resources** can be tailored to provide the right training depth for your requirements.

About K&R Negotiations

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI and others.