

## ValueSelling Essentials<sup>™</sup> Team Selling



As competition increases, and prospects and customers expect more from their vendors, one way for you to achieve a competitive advantage is to draw upon resources within your company. Many people in your organization have something to offer, and as a team seller your challenge is to identify those individuals and leverage their strengths on behalf of your prospects and customers performance. By leveraging the expertise of your colleagues you will add power and impact to your selling efforts.

### TEAM SELLING

Leveraging your resources is an important tool for achieving a competitive advantage in today's marketplace. Utilizing teams to create power is one way to achieve this. In this module, you will learn how to identify and manage team selling opportunities. Specifically, you will learn how to select the most appropriate team members, coordinate their efforts, provide leadership and vision, leverage team member's expertise and use communication to improve the team's performance.

### COURSE OUTLINE:

- Self Assessment
- Introduction to Tactics:
  - Part 1: Establish the Team
  - Part 2: Create the Strategy
  - Part 3: Lead the Team
- Practice Team Selling Exercises
- Knowledge Challenge

### WHAT IS VALUESSELLING ESSENTIALS<sup>™</sup>?

ValueSelling Essentials<sup>™</sup> is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials<sup>™</sup> can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials<sup>™</sup> is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials<sup>™</sup> series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials<sup>™</sup> courses can be tailored to any company, language, or selling situation.

**For more information, visit [www.valueselling.com](http://www.valueselling.com).**