

# Critical Selling® Skills

Raise your sales potential to new heights.



Today's sophisticated customers just aren't buying traditional product-based presentations. To engage these buyers, your team needs Critical Selling Skills.

Critical Selling Skills is a proven sales methodology that teaches sales professionals how to stimulate interest, quickly build trust, create value in their offerings, close with confidence, and dramatically improve their effectiveness.



## Benefits of Critical Selling Skills

- **Quickly create connections** and build trust with customers using a consultative approach
- **Differentiate from the competition** through a value-focused sales approach
- **Achieve the coveted status** of "Trusted Advisor" and exceed customer expectations
- **Win more business** by uncovering what's most important to the customer and persuasively presenting the right solutions
- **Reduce and overcome** objections from customers by adopting a proven approach

**1188%**

Average Janek training ROI, as indicated 90 days post-training.



## Quick Facts

### Perfect for

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

### Workshop Length

- 1-day or multi-day format
- Self-paced e-Learning course

### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- On-Demand (e-Learning)
- Train-the-trainer certification
- Public Workshop

Using real-world examples to illustrate key sales training concepts, the Critical Selling Skills program fosters the development of research-based skills imperative for success in today's competitive marketplace.

## Program Objectives of Critical Selling Skills

- **Determine the difference** between a typical sales professional and a Trusted Advisor
- **Successfully plan for sales** calls by setting objectives and using a pre-call planning tool
- **Confidently open sales calls**, create rapport, engage the customer, and set a positive tone for the sales interaction
- **Utilize a focused questioning methodology** to thoroughly uncover customer needs and dig deeper in the sales discussion
- **Increase customer buy-in** by using a methodology to present solutions, insights, ideas, and benefits tailored to customer needs
- **Recognize when to close** and follow a closing approach that leverages the momentum of the sales interaction and seamlessly moves the process forward
- **Handle objections** using a four-step methodology to uncover and address the customer's true concern while maintaining trust and credibility as a Trusted Advisor

## Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

### Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

### Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

### Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

### Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"The partnership with Janek has been fantastic. They've been very responsive to us and the service is outstanding. Janek's sales training scored very, very high while internal surveys and business results have shown that Janek's training is successfully being adapted by our salesforce."**

**Donnie Purto**  
Sr. Director of Training, Natera



## About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

### Ready to get started?

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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