

Sell Solutions, Not Products



Timeo-Performance
Get results

CrossKNOWLEDGE
A Wiley Brand

AUTHORIZED PARTNER



100% distance-learning



Approximately
6 - 9 hours



Sales teams, sales managers

How can you get out of the grind of merely competing on price, and instead be selling solutions that make you invaluable to your clients? This course will take you through a better conception of sales, moving from the prospective client stage all the way through to maintaining strong and profitable relationships that matter. It takes a look at consultative sales, interpersonal skills and effective negotiation, with solid techniques that can be applied across the board in the field.

FOLLOW THE PATH

Attract clients' attention

①

②

Understand their needs

Get to grips with consultative sales

③

④

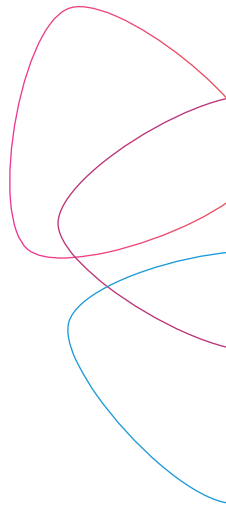
Excel in client meetings

Harness interpersonal skills for more effective negotiations

⑤

⑥

Improve client satisfaction



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TRUST OUR EXPERTS



**MANFRED
KETS DE VRIES**

Rated as one of the top 50 leading management thinkers by the *Financial Times*, *Le Capital*, *Wirtschaftswoche* and *The Economist*. Lifetime Achievement Award from the International Leadership Association and 5-time winner of the INSEAD Distinguished Teacher award. Considered one of the world's 6 founding professionals in the development of leadership as a field of expertise.



STEVE MUYLLE

Full Professor and Partner at Vlerick Business School. Award-winning researcher on successful marketing strategies and e-business models.



MARTHA GABRIEL

Internationally acclaimed consultant, professor and researcher (BSP). Author of the best-selling *Marketing in the Digital Age*.



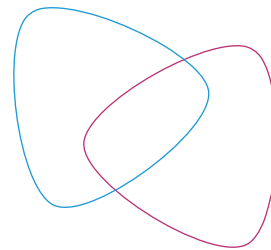
**JEAN-CLAUDE
LARRECHE**

Professor Emeritus of Marketing at INSEAD, founding chairman of StarX and author of *Markstrat* and *The Momentum Effect*. He has won many awards and was selected as one of the top 12 marketing masters in the world by Mazur and Miles in their book *Conversations with Marketing Masters*.



ADAM GRANT

Wharton top-rated professor. Ranked among the world's 25 most influential management thinkers. Listed on *Fortune* magazine's 40 under 40.



FOR PROVEN
BENEFITS

Transition successfully from selling products to selling solutions



Boost business excellence