

SLOW DOWN, SELL FASTER!

An innovative new sales training program

Research on 80,000 B2B customers found that they are most loyal to salespeople who understand their buying needs and buying processes.

Trouble is, companies spend more time teaching salespeople how to sell than they do teaching them how customers buy. That equation is reversed in the new sales program from TopLine Leadership.

Slow Down, Sell Faster helps companies and their sales reps translate that insight into an effective sales approach (www.toplineleadership.com/sales_training). This program gives salespeople an easy-to-use model for adjusting their sales behavior so they can connect to customers more effectively throughout the buying process.

The program is built around the content from Kevin Davis's new book, ***SLOW DOWN, SELL FASTER!: Understand Your Customer's Buying Process and Maximize Your Sales*** (www.SlowDownSellFaster.com). "Valuable to any one in high-end B2B sales... [It] describes how to navigate the piranha-infested swamp that is your prospect's internal corporate politics," writes About.com.

Selling at the right speed is an art. "Salespeople have to realize that customers don't care about the salesperson's selling process. They care about their buying process. An understanding of buying is where selling should start."

The program applies to a wide audience including sales professionals, major account reps, sales managers, and sales executives. Participants learn how to match their sales behaviors to customers needs at every step of the buying process. They learn techniques to help them:

- Get more appointments—especially at the C-level—by using a problem-focused prospecting approach.
- Combat their most lethal competitor: customer complacency.
- Use probing questions to diagnose small problems that can point to bigger needs.
- Master the complicated politics of selling to multiple decision makers.
- Overcome common selling dilemmas, such as customers who go silent at the eleventh hour.
- And much more.

Now more than ever, sales leaders will be those who differentiate themselves not by what they sell, but by **how** they sell. Customers are looking for salespeople who develop a deep, genuine understanding of their buying needs, constraints, and pressures.

Taking the traditional sales process in a radically different direction, ***SLOW DOWN, SELL FASTER!*** leads the way to turning around sales and keeping a business thriving.

Kevin Davis (Reno, NV) is president of TopLine Leadership, Inc., (www.toplineleadership.com) a leading sales and sales management training company serving clients from diverse sectors. He has 30+ years of experience as a salesperson, sales manager, sales trainer, and consultant. His 1996 book *Getting Into Your Customer's Head* helped redefine how salespeople approach selling.