

# Team Selling

## Orchestrate a fine-tuned Sales Machine



### Program Agenda

- Sales Team Qualities
- Product Life Cycle Selling
- Mature Market Selling
- Team Selling System
- Sales Model
- Managing the Process
- Sales Team Leadership

### Lewis Associates, Inc.

We are a Chicago-based training and consulting firm. Since 1992, we have helped companies create *strategic business advantage* by developing the skills and performance of their people. We work with companies that want to enhance the results of their sales activities and improve their leadership effectiveness.

Based on a foundation of integrity and respect for the individual, we are responsive and flexible; resulting in a long term legacy of helping others achieve their goals.

### Each sales organization chooses their sales strategy consciously or unconsciously.

The key to sales success is to match your sales strategy with what the marketplace demands. One factor to consider is what stage of development your product or service is at. As your product/service reaches the maturity stage (i.e. your product is fully developed, and it has become the standard of doing business), then the sales strategy that is most successful is **Team Selling**.

A Sales Team is made up of a strong yet, empowering team leader and well trained, courteous, and friendly salespeople. Team Selling success depends more on a well defined sales system than individual top performers. Customers want to feel delighted by the sales organization, not necessarily the individual salesperson. The goal of Team Selling training process is to raise the skill sets of all team members, so that customer delight results regardless of who they interface with.

During the **Team Selling** workshop series, the sales team learns the product development life cycle and the key strategies for success at product maturity. They learn the sales skills that are most essential for team selling including customer engagement skills, customer service skills, handling different customer personalities (even irate customers), listening skills, handling unspoken concerns, and easy sale wrap-up skills.

*The biggest benefit we received was the focus on teamwork and still be able to drive sales. Before there was pandemonium, chaos and clear divisions between the different groups of employees. Now we are blended and working together. Customer satisfaction levels are up. Leads and referrals are up. And closing ratios are up. People are willing to help each other, rather than blame and point fingers.*

Steve Haynes, General Manager

Taylor Chrysler, Jeep

