

# Boost Customer Engagement & Sales

'exSELLence' a highly engaging digital simulation provides a powerful roadmap for a successful, buyer-focused dialogue.

The **Consultative Selling Framework** explored in the gaminar gives sales and service professionals a consistent, repeatable process to effectively **execute client centric conversations**.



PARTICIPANTS  
**2 to 25**



GAMINAR VERSION  
**4 Hours**

## Key Outcomes & Focus Areas



Build rapport and develop relationships in person and virtually



Understand buyer profiles, motivating factors and needs



Lead masterful sales conversations from beginning to end



Sell ideas, insights, and perspectives that influence the buyer's agenda



Use questioning techniques to uncover the full set of buyer needs and desires



Overcome objections that get in the way of the sale

## Mastering 6 key stages of the Consultative Selling Process

Stage 1

Awareness



Rapport Building

PLAY NOW

Stage 2

Needs



Qualify

PLAY NOW

Stage 3

Option Selection



Present Solutions

PLAY NOW

Stage 4

Concerns



Objection Handling

PLAY NOW

Stage 5

Decision



Closing

PLAY NOW

Stage 6

Smile



Cross/Up Selling and Follow Up

PLAY NOW