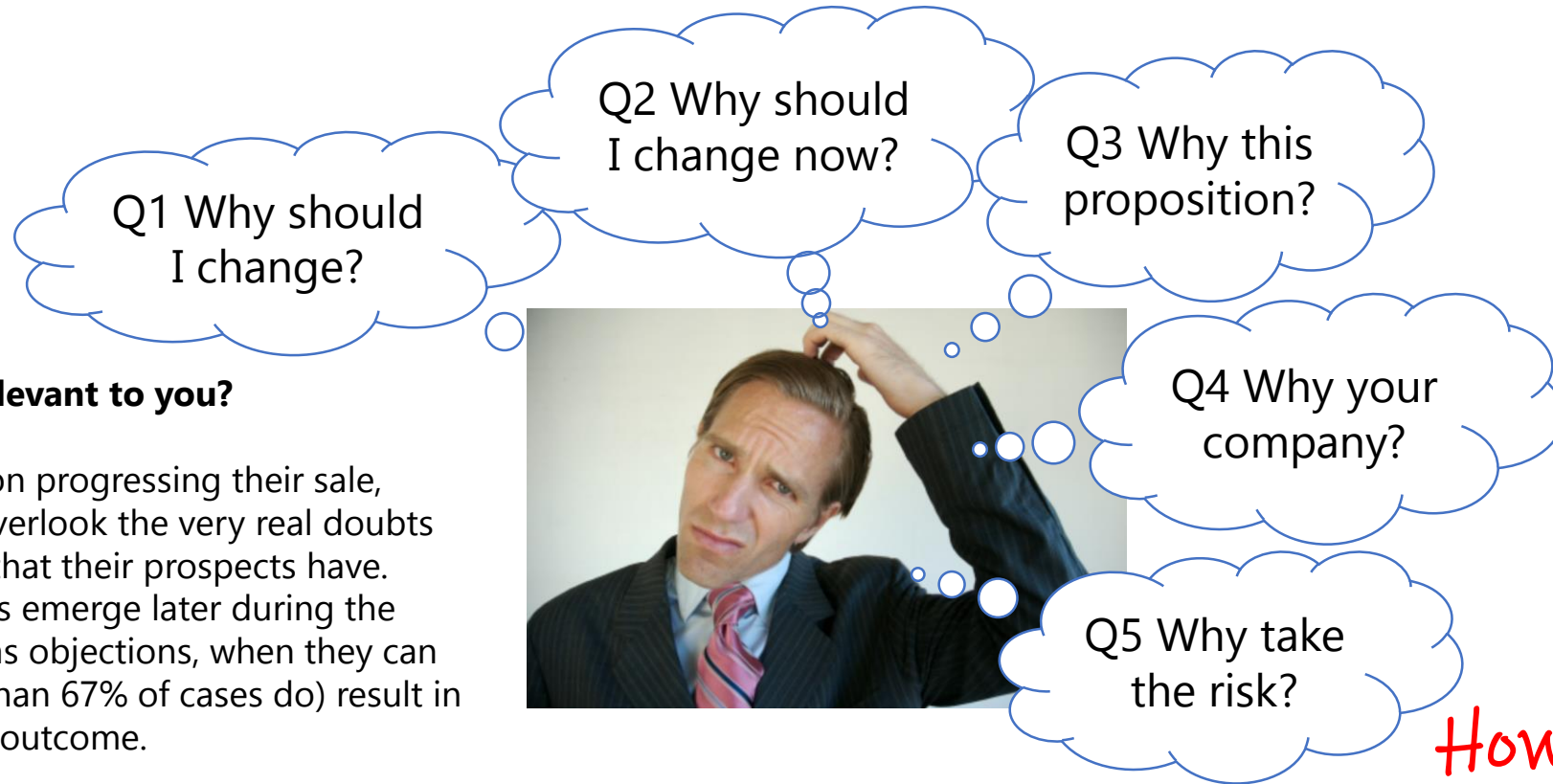


5 Whys Selling - Sales training for complex propositions

How is your buyer processing their decision?



Why is this relevant to you?

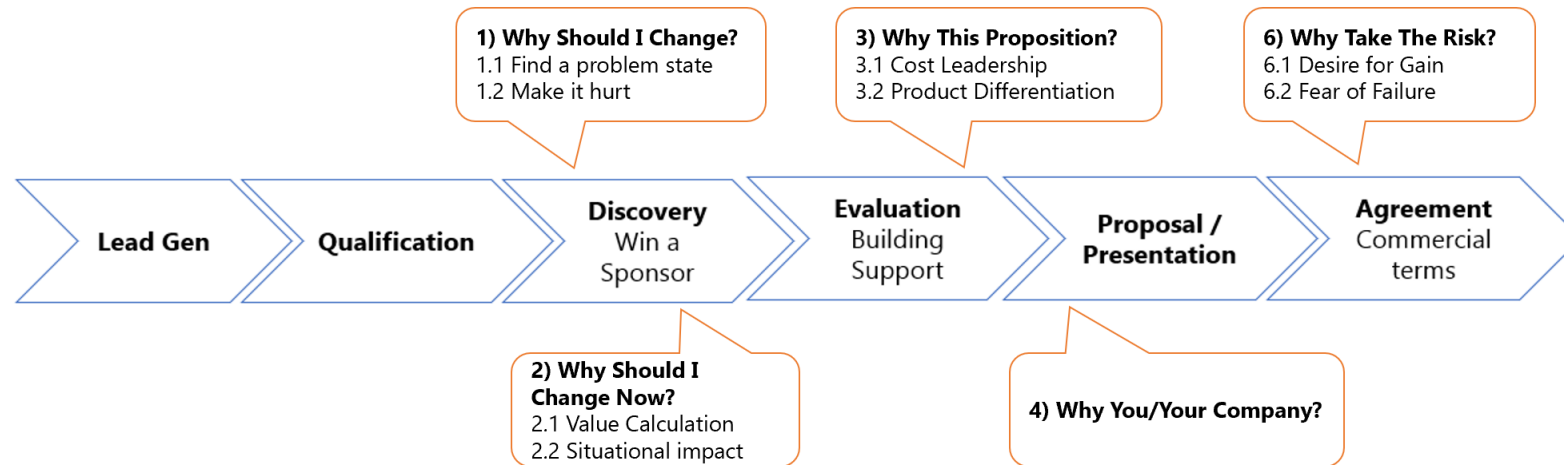
In their focus on progressing their sale, sellers often overlook the very real doubts and concerns that their prospects have. These concerns emerge later during the closing stage as objections, when they can (and in more than 67% of cases do) result in a "no change" outcome.

When sellers answer the "5 Whys" early in the sales process, they can remove these obstacles before they become deal-breakers.

How well are your sellers answering these 5 questions?

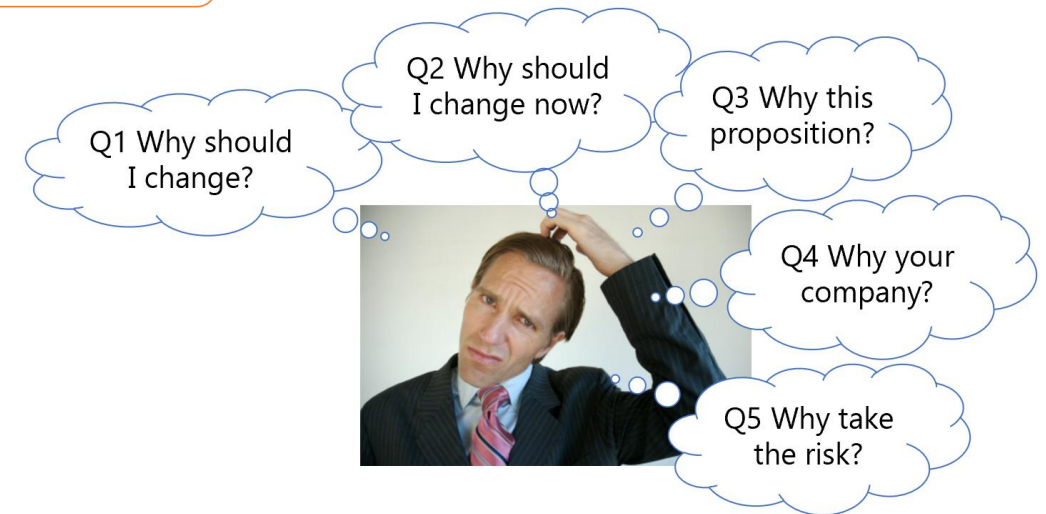
5 Whys Selling - Sales training for complex propositions

A structured learning process

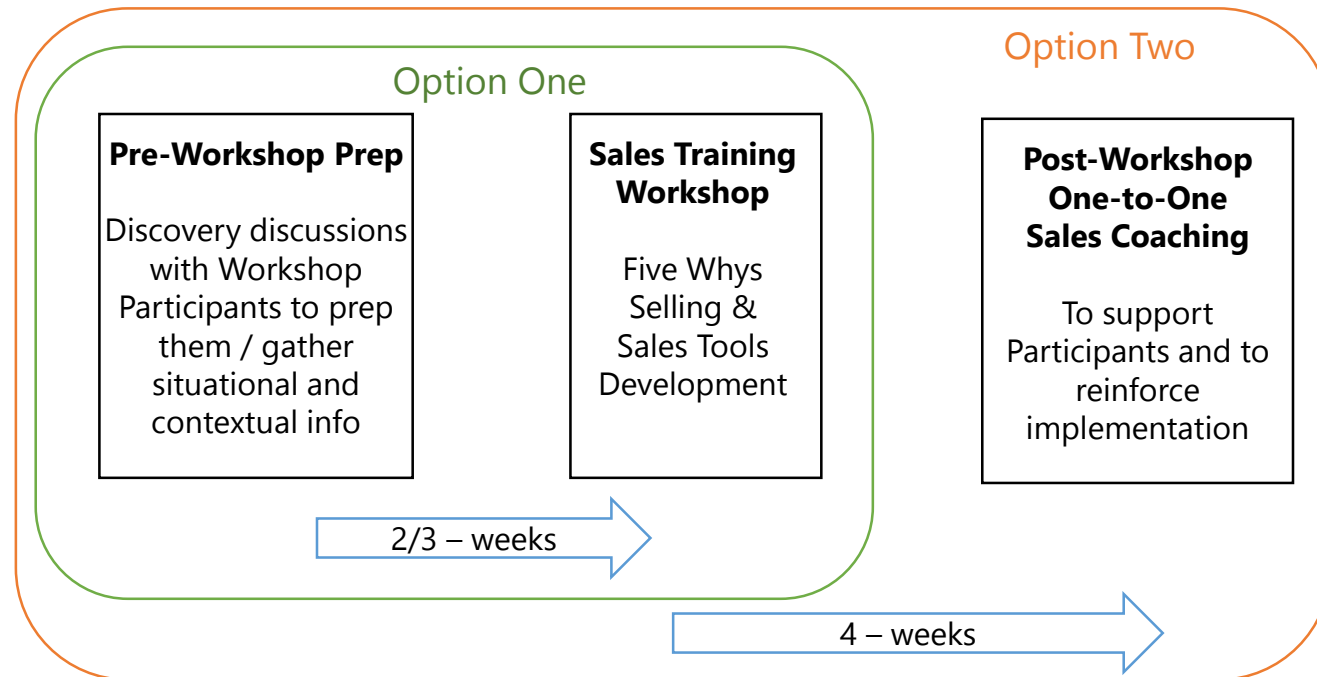


This one-day workshop (for up to eight participants) generates:

- Situational sales tools based on your value proposition
- Practical knowledge and awareness of your buyer's thought process
- Understanding of how to answer "difficult" sales questions
- A model that generates visibility to pipeline cases
- A sales model sellers can be coached to
- A process designed to identify the reasons behind stalled sales cases



5 Whys Selling – Sales training delivery plan



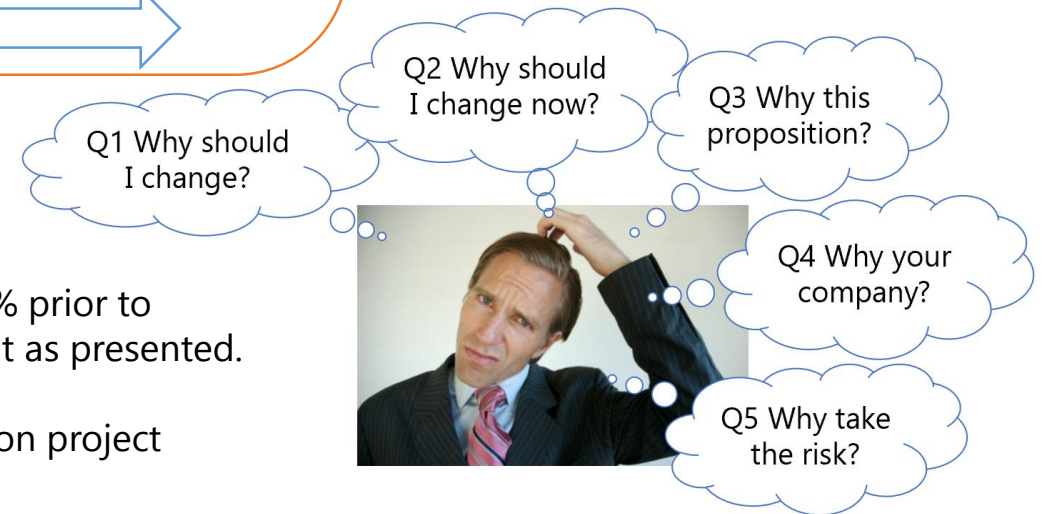
Project Fees

Option One: 5 Whys Selling training project as defined: - £2,800 + VAT.

Option Two: As above, plus post-workshop sales coaching: - £3,750 + VAT.

Our standard payment terms are 50% payable on project commencement, & 50% prior to workshop delivery. Standard expenses are chargeable, and are due for settlement as presented.

We extend a 7.5% early settlement saving to clients when fees are settled in full on project commencement (**Option One:** £2,590 + VAT, **Option Two:** £3,468.75 + VAT).



Who are CPV Consulting?

- Experienced Practitioners specialising exclusively in improving sales performance
- Helping successful clients develop sales strategy, supporting sales planning and solving sales problems.
- Delivering sales training, sales coaching, and expert advice developed around business-specific value propositions and sales models
- Designing projects to support the specific needs of our clients using established methodology



Charles Howden

- A Management Consultant with over ten years specialising in sales process
- Diverse B2B sectors from Aviation to Construction, Manufacturing to Financial Services
- Consultative Selling, Enterprise Selling, Value Selling, Value Proposition Analysis
- MBA (Distinction). Chartered Insurer and Fellow of the CII. Published academic author in the field of Customer Value. Visiting Lecturer at Warwick Business School
- Master Practitioner Neuro Linguistic Programming



Improving sales performance by:

- Shortening sales cycles
- Improving sales conversion
- Increasing deal values
- Bringing visibility to sales activity
- Achieving more reliable forecasting
- Reducing the unit cost of achieving sales
- Generating higher value leads
- Bringing reliability to planning and revenue growth

Specialist Knowledge Areas

- Sales Training and Coaching
- Building technical Sales Skills and increasing motivation
- Value Proposition / Value Mapping Analysis
- Consultative Selling / Value Selling / Enterprise Selling
- Aligning Sales Process with Buyers Process
- Social Selling / Lead Generation / Go to Market Planning
- Sales Model design
- Sales Messaging / Marketing Alignment

Who are their clients?



Sales Training & Sales Coaching

- Consultative Selling
- Value Selling
- Enterprise Selling
- 5 Whys Selling
- Value Proposition Analysis
- Situational Sales Skills to support training delivery

Instructor-led and designed around your own value proposition

CPV Consulting Ltd, 71–75 Shelton Street, Covent Garden, London, WC2H 9JQ
www.cpvconsulting.com | info@cpvconsulting.com | 020 7112 7065