



CRITICAL SELLING®

The New Critical Selling® Skills: Raise Your Sales Potential to New Heights

Being a top-performing sales professional is not simply reserved for those gifted with natural skills and abilities, nor is it an easy designation to earn. At Janek, we believe that succeeding in sales requires understanding and performing core strategies and tactics — and adhering to a proven methodology that focuses on solving customers' problems and understanding where they are in the buying process.

Janek Performance Group's renowned and recently updated **Critical Selling® Skills** program is the result of a two-year long research effort in which we surveyed more than 1,700 sales & sales management professionals and identified how their customers' research, evaluate, and make purchasing decisions. The knowledge and data that was gained from this expansive research project was then incorporated into our proven **Critical Selling® Skills** program. In addition, we created **XFactor™**; a new learning design model which speeds up the knowledge transfer process and brings the application of skills learned in the classroom to the marketplace at a faster rate. This combination provides sales professionals with the skills, best practices and behaviors they need to have more effective dialogues, convert more sales opportunities and develop longer-lasting more profitable relationships with their customers.

Using real world examples to illustrate key sales rep training concepts, the **Critical Selling® Skills** program fosters the development of research-based skills imperative for success in today's competitive marketplace.

620%

On average, Janek clients receive a 620% return on their investment - as indicated 90 days following training.

Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we understand there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas; before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

Program Benefits & Outcomes

- Utilize a proven methodology to consistently plan for a successful outcome with each sales call
- Quickly create a warm and engaging connection with both new and existing customers at the onset of the interaction by communicating value
- Skillfully use the right mix of questions and active listening to promote a robust dialogue with customers to discover needs
- Present solutions in a way that resonates and aligns with what the customer values
- Recognize opportunities to close and demonstrate confidence in asking for the business
- Proactively explore objections, diffuse any customer emotions and restore balance to the sales interaction

Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales interactions.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

Target Audience

- Sales Professionals
- Sales Executives
- Sales Managers
- Sales Support Staff

Workshop Length

- 1 or Multi-Day Format

Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at www.janek.com.

Ready to
Get Started?

To schedule a private training for your organization visit www.janek.com or call **800.979.0079** today.