



# CRITICAL SELLING® SKILLS FOR PROCUREMENT TEAMS

## Equip Your Procurement Team with the Insight to Stay One Step Ahead of Their Vendors

Janek's Critical Selling® Skills for Procurement Teams is designed to help your purchasing team eliminate the leverage and advantage that sales professionals seek to gain during the sales process. It provides your procurement team with exposure to the sales training and methodologies top-performing sales professionals receive and gives them the insight to enter sales discussions better equipped and more confident.

**Critical Selling® Skills for Procurement Teams** teaches procurement professionals the skills, strategies and best practices that top-performing sales reps receive in today's marketplace -- providing a common language and context for understanding how sales reps think and operate in the selling process. Being armed with this information equips procurement teams to enter into sales discussions on equal footing with sales professionals and secure more favorable, mutually beneficial terms.

**Critical Selling® Skills for Procurement Teams** is backed by our decade-plus experience in providing award-winning sales training programs that are rooted in research. We've been named a Selling Power Top 20 Sales Training provider for the past five years and are the only training provider that offers this unique and award-winning program tailored to procurement teams.

### Smart Training Implementation Plans

After years of successfully helping 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, even more so with procurement teams who may be new to the sales professional perspective.

Prior to the training event, Janek will work closely with your team to develop a plan that focuses on three key areas: pre-event planning and strategizing, the workshop process itself, and post-event reinforcement and sustainment. 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.

Sales Professionals are always trying to gain leverage through their discussions with Procurement. This program puts you one step ahead of your vendors.



# CRITICAL SELLING® SKILLS FOR PROCUREMENT TEAMS

## Program Benefits & Outcomes

- Learn the latest strategies and techniques of top sales professionals
- Develop awareness of and understand the mindset of sales professionals during sales discussions
- Ascertain the sales environment and modify the discussion based on the thought process of sales reps and your own company's needs and requirements
- Gain in-depth knowledge on the psychology, skills, and strategies of today's top sales performers and understand them from a sales rep's perspective
- Enter sales discussions with vendors better equipped and more confident

## 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

- Procurement Professionals and Leaders
- Sourcing Professionals and Leaders

## 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

## 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](http://www.janek.com).

Ready to  
Get Started?

To schedule a private training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079** today.



[www.janek.com](http://www.janek.com)

P 800.979.0079  
F 800.979.0074

3087 E Warm Springs Rd, Ste 300  
Las Vegas, NV 89120