

Sales EQTM

EMOTIONAL INTELLIGENCE SELLING



Elevate The Buying Experience

A buyers' emotional experience while working with your seller is a more consistent predictor of positive sales outcomes than any other variable.

To create true competitive differentiation, sellers must leverage a new psychology of selling to engage stakeholders, advance deals, influence buying decisions, and deliver a legendary buying experience.

Roles

This complex selling skills training curriculum is perfect for:

- ➔ Account Executives
- ➔ Field Sales Reps
- ➔ New Sales Hires
- ➔ Account Managers

Learning Outcomes

- Develop, plan, and execute a winning complex sales strategy
- Qualify pipeline opportunities and forecast accurately
- Advance opportunities through the pipeline with micro-commitments
- Ask more impactful questions and conduct effective discovery
- Stakeholder mapping and communicating to the four buyer style types
- Develop and present compelling business cases that differentiate

Flexible Delivery Modalities

Training may be delivered in ILT or VILT modalities, or through on-demand learning paths hosted on your LMS or the Sales Gravy learning platform. Deploy training on your terms with our train-the-trainer programs.

Sales EQ is Part of a Complete System of Sales Training

One system. One language. Higher performance.



Land, Expand, Retain

Sales Gravy masterclass and workshop curriculums span the entirety of the customer journey including: Prospecting, Selling, Presenting, Objection Handling, Negotiating, Closing, Account Management, and Customer Retention.



Framework Based Sales Training Methodology

Our framework-based methodology seamlessly flexes to and integrates into existing sales, account management, and customer success processes, making it easier for learners to assimilate concepts and actualize them in the real world.

Best In Class Sales Training & Workshops

- Fanatical Prospecting[®]
- Sales EQ[™]
- Business Outcome Selling[™]
- Virtual Selling Skills
- Mastering Sales Objections
- Sales Negotiation Skills
- Customer EQ[™]
- Account Expansion Selling[™]
- Adaptive Sales Coaching[™]

