



Supportive Selling with Dan Williams

Summary

Learn next generation selling techniques

- Structure your sales calls for success
- Discover clear, practical techniques to draw out buyers' needs
- Build knowledge in interactive educational material
- Practice talking with the simulated buyer Dan Williams to build selling skills
- Accelerate skill-building with the help of an on-screen coach and detailed after-action reviews
- Challenge yourself with gaming elements like virtual commissions, achievements, and a global leaderboard



Scenario

Practice sales calls using the next generation simulation technology

- You are a Senior Vice President for Sales for John Bear Training
- Your buyer is Dan Williams, the Director of Training at Oliver Fulton Communities Inc., a network of 20 senior-living communities scattered around the United States
- Dan has vague notions about what he needs, which you can help him build into pressing needs
- As you discuss each of his needs, Dan will form an opinion of his specific need for your training course, which will determine his interest in your specific product
- Throughout the entire conversation, Dan will form an opinion of you that will ultimately affect his decision to drop you from consideration or become your champion within Oliver Fulton
- Dan's needs and personality vary every time, so no two calls play the same way



Learning Objectives

After achieving mastery through practice sales calls with feedback, the user will be able to apply the Supportive Selling model to:

- Set a proper tone
- Get statements of potential needs and development them in to statements of pressing needs
- Present solutions with maximum impact
- Develop a follow-up plan



Seat Time

- Interactive Educational Materials will require 2-3 hours
- Each simulated conversation will last 20-40 minutes
- Average user will require 6-12 hours to achieve mastery, but can learn the basics in a few hours.

NOTE: Figure does not account for longer-term "refresher" sessions, which will vary by user.