

# Customer-Oriented Selling

## What is Customer-Oriented Selling?

**Customer-Oriented Selling (COS)** is the most comprehensive and flexible sales development program available in the marketplace today. Your sales force will learn how to build successful business relationships by helping customers achieve both their business and personal objectives.

**COS** teaches a consultative process for developing understanding and agreement between the customer and your salespeople throughout the sales process. It's a logical, non-manipulative approach that works. **COS** develops proven selling skills while teaching your salespeople to be responsive consultants—individuals sincerely interested in helping to achieve the business objectives of their customers with your products or services.

In short, **COS** offers a route to more satisfied customers, more successful salespeople, and better long-term business relationships.

### Impact

**Participants in COS will be able to:**

**Learn** to determine the customer's objectives and situation factors.

**Understand** and use the key customer-focused communication skills.

**Prepare** for and learn from each sales call through pre- and post-call analysis.

**Conduct** sales calls using a proven four phase customer focused sales process.

**Effectively** handle obstacles without feeling uncomfortable or adversarial.

### Who In Your Organization Will Benefit?

New and experienced salespeople, sales managers, and marketing personnel. The flexibility of one-, two-, and three-day implementation options enable you to tailor the delivery of **COS** to your specific audience.

### Why is COS Different?

- Customized role-plays developed around your customers, products, and services
- One-, two-, and three-day implementation options
- Level one, two, and three measurement options
- Custom video option
- Two-hour Skill Builder workshop for infield follow-up

### Course Length and Format

The core **COS** program is a two-day, interactive workshop designed for 6-18 participants. One and three-day versions are also available. The workshop improves selling effectiveness among participants through activities that include:

- Facilitator presentations and skill modeling.
- Readings.
- Video modeling.
- Group discussions and problem-solving exercises.
- Extensive application of the skills and concepts to your sales environment.
- Multiple pair practices, table group, and role play exercises built around your products or services.
- Immediate feedback and critique of the participants' use of COS skills and techniques.
- Video vignettes of real world comments and tips from successful salespeople in various industries.

## Course Materials

### **Facilitator Guide**

- Provides step-by-step instructions on how to facilitate the workshop. The guide includes overhead transparencies for a PowerPoint Presentation.

### **Participant Workbook**

- Contains readings on the key concepts of **COS**, directions and formats for individual and group activities, and review material to use in the field as a reinforcement.

### **Video**

- Provides examples of COS skills in realistic selling situations to which your salespeople can relate. Workshop participants analyze and discuss the video examples. The video also contains comments and tips from sales professionals in various industries.

### **Role-Play Booklets**

- Contains instructions and worksheets for conducting role-play activities.

### **Participant Workbook**

- Includes customer profiles and call planning worksheets which are used during the program and which may be photocopied to use in the field.

## Course Content

### **Unit 1: Introduction to Customer-Oriented Selling**

Provides an overview of the **COS** Program content and sales process.

### **Unit 2: Focusing on the Customer**

Introduces concepts that are the foundation of **Customer-Oriented Selling**.

- The customer's perspective described by customer situation factors and customer objectives.
- The customer-focused skills of questioning, listening, and verifying.

### **Unit 3: The COS Sales Process**

Covers the steps in each of the four phases of the sales process. These phases include: opening the call, determining customer objectives and situation factors, presenting recommendations using the objective-benefit-feature (OBF) concept, and obtaining customer commitments. Customer focused skills, taught in Unit 2, are reinforced throughout this unit. Role-plays customized to your sales environment are a key activity in this unit.

### **Unit 4: Managing Sales Obstacles**

Covers the processes and skills used to identify four types of sales obstacles. Participants are taught how to respond to these obstacles and then return to the sales process.

### **Unit 5: COS Call Planning**

Call Planning applies the ideas, skills, and terminology learned in Units 1-4 to plan upcoming calls. COS Call Planning covers developing a customer profile, outlining a call plan, and conducting post-call analysis. This unit also contains an optional Final Role-Play Exercise.

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