

Grid[®] Selling Solutions

A powerful strategy to build client relationships and increased sales effectiveness

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What is Grid Selling Solutions?

Success in sales means achieving results—completing a sale and building repeat business. If a salesperson and customer can work as a team to create sound solutions for the customer, the sales professional can sustain a profitable, long-term selling relationship. Grid Selling Solutions is a powerful strategy enabling the sales professional to form a precise definition of customer needs, establish a foundation for effective communication, and create sound solutions for client concerns.

The relationship a salesperson develops with a customer is paramount to achieving high-performance sales.

Self-Directed Learning

Unlike most seminars, participants spend the majority of their time in interactive learning teams. Through a series of dynamic activities, participants gain insights into their own selling styles. They learn how the sales interview is shaped by their own thoughts, attitudes, emotions, and feelings as well as those of the customer.

Participants use sales call simulations to practice effective selling techniques and see themselves and their customers from a new perspective. Sessions for critique and replanning help each participant evaluate ways to strengthen individual selling skills and put them into practice.

Seminar learning centers around seven common dynamics of interaction: Critique, Initiative, Inquiry, Convictions, Conflict Solving, Decision Making, and Resilience.

Seeing the Grid in Action

Participants meet Gary Snider, a new sales representative in a fictional organization, and accompany him through his training and interaction with several of his co-workers while they make sales calls and interact with their customers.

Through the use of Gary's notes, soliloquies, private deliberations, and his discussions with a retired salesperson named Bill, seminar participants witness effective and ineffective selling strategies and learn ways to make their own strategies more effective.

Who Can Benefit?

Selling Solutions is designed for both new and experienced sales professionals at all levels, self-employed individuals selling their own products and services, and anyone who is interested in the "human side" of sales.

Seminar Goals

- Learn to use the Sales Grid as a framework for thinking about the selling process.
- Gain insight into your most characteristic sales style.
- Learn to use the Customer Grid as a framework for understanding and dealing with customers.
- Study and practice the use of critique to improve selling effectiveness.
- Examine the ideal selling culture in an organization.
- Develop a personal action plan to incorporate seminar learning into everyday selling activities.

Grid Selling Solutions provides a solid foundation for developing skills that lead to strong relationships.

How Long Does It Take?

The Grid Selling Solution Seminar runs across four days. An evening session on the first day begins the seminar at 7:00 p.m. followed by two consecutive days from 8:00 a.m. to 10:00 p.m. The fourth day begins at 8:00 a.m. and the seminar concludes at 12:00 noon. Prewrite for the seminar consists of reading the text, *Grid Selling Solutions*, and completing six activities.

Grid The Power to Change.[®]

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