



IMPACT SELLING

A Proven Approach for Driving Better Outcomes

Impact Selling takes the ‘gambling’ out of selling and provides you with a system that stops sales from slipping through your fingers into the hands of the competition

In today’s hyper-competitive environment, you need ways to differentiate yourself from the pack. Selling on price or product alone doesn’t cut it anymore; you must learn to build trust and deliver value for your clients. It’s not only about closing the sale today, it is also about building relationships with your clients that will last for years.

IMPACT Selling illustrates how to create trust and value in the mind of the customer. This selling discipline creates a linked, sequential sales process that allows you to uncover the motivations of each individual buyer so you can present a solution that is perfectly tailored to the client’s wants and needs.

The IMPACT methodology is presented by world renowned sales faculty. Your team will discuss IMPACT Selling methods in small groups and practice activities to hone your skills. You also receive two weeks of personalized sales coaching from Brooks’ experts as you incorporate the IMPACT system into your sales approach.

Developed in partnership with:



OUTCOMES

- Implement a proven and repeatable approach to selling.
- Develop a common language within your sales organization.
- Maintain margins through more effective value messaging

YOU WILL

- Understand customer-focused identification and articulation of the value of a product or service.
- Overcome buyer objections.
- Better qualify prospects to focus on opportunities that offer the greatest potential for success.
- Uncover underlying customer needs and wants that will drive their buying decisions.

ABOUT THE EXPERT



RUSS SHARER

- *Former Director of Sales Effectiveness at the Brooks Group*
- *VP, Global Marketing and Business Development, Fulham Co., Inc.*
- *Former Vice President, Occam Networks*

SPRINT OUTLINE

WEEK 1 IMPACT SELLING & THE INVESTIGATE STEP	WEEK 2 INVESTIGATE AND MEET	WEEK 3 PROBE: DISCOVER WHAT THEY WANT, KNOW WHAT THEY WILL BUY	WEEK 4 APPLY, CONVINCING & TIE-IT-UP	WEEK 5+6 OPTIONAL COACHING FOR IMPACT SELLING
<ul style="list-style-type: none"> • Making an IMPACT • Targeting the Sale • Make the Customers Come to You 	<ul style="list-style-type: none"> • Pre-Game Strategy • Are You Prepared? • The Meet Step 	<ul style="list-style-type: none"> • Mining for Needs and Wants • How to Dive Deeper • Connecting The Dots 	<ul style="list-style-type: none"> • Apply: The Value of Your Solution • Convince: Prove What You Say, Say What You Can Prove • Tie-It-Up: Beginning the Relationship • Moving Forward 	<ul style="list-style-type: none"> • Introduction to IMPACT Coaching • Coaching Assignment • Your Completed Coaching Assignment