

# The Selling Skills System

Does your team have the sales skills it needs to succeed?

## KNOW YOUR STRENGTHS. FIND YOUR OPPORTUNITIES.

Our Selling Skills system helps you quantify and improve the skills needed to execute a successful customer-focused and consultative approach to selling, manage a high-performing sales organization, assess the areas of strength and weakness within your organization, and then train your sales forces to master those skills to achieve better sales results.

PI Worldwide's Selling Skills Assessment Tool (SSAT) provides the specific data you need to increase the sales production and customer interaction skills of your whole team by giving you an objective look at people's strengths, skills, and areas for improvement. It provides a detailed, accurate quantification of the sales and judgement skills of individuals, teams and the company as a whole, and is designed for multiple sales positions and industries to mirror your specific situation.

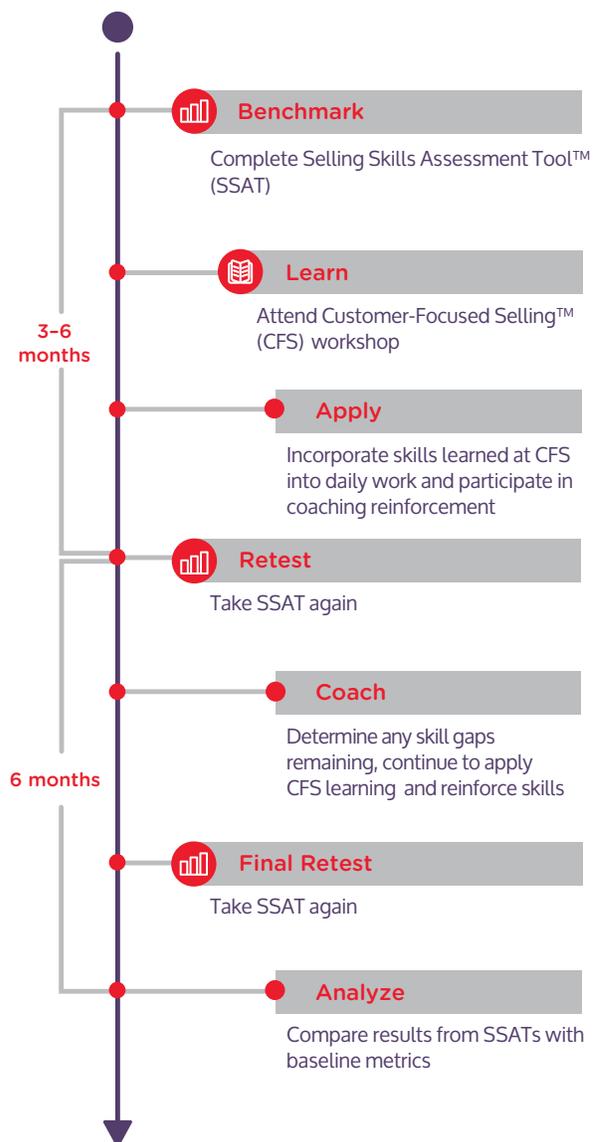
“ The SSAT is one of the greatest sales tools you can have if you are a sales manager, VP of sales or a GM. It identifies a person's basic selling skills and the specific areas for improvement. ”

Mike Eastwood,  
President,  
GWW

### PI Worldwide Fast Facts

- 8,000 clients in 142 countries
- 45 Member Firms and 400 experienced consultants worldwide
- Assessments in 70 languages, including Braille
- Client renewal rate of 90%

## Selling Skills Development Process



## MEASURE YOUR SKILLS: Selling Skills Assessment Tool (SSAT)

The SSAT measures the five critical skills for a customer-focused and consultative approach to selling:

- Building trust and credibility
- Identifying client needs
- Presenting products/services and articulating their value
- Handling objections and gaining agreement for the sale
- Creating customers for life with effective positioning

This easy-to-administer online survey examines 25 key aspects of selling skills clustered into five areas. The SSAT gives participants insight into their sales strengths and areas of growth to increase their overall effectiveness. The SSAT reports give sales managers important metrics at three levels: individual contributor, sales team and sales organization.

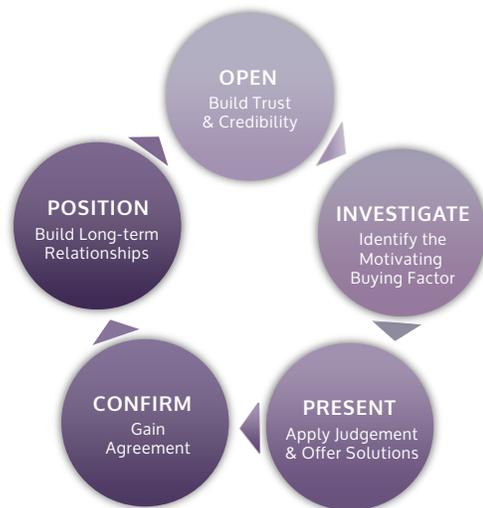
## BUILD YOUR SKILLS: Customer-Focused Selling (CFS)

To build selling skills, strategies and capabilities, PI Worldwide offers **Customer-Focused Selling (CFS)**, a proven method of building capabilities in assessing the needs of prospects and clients, articulating your message in the best way to be heard, dealing with any concerns or resistance, and gaining agreement. CFS is an effective sales training program that provides all the core competencies needed for effective consultative selling, based on the areas of improvement identified by the SSAT. In a highly interactive learning format, CFS delivers the specific knowledge your team needs to consistently achieve better sales results. Participants leave the workshop ready to apply new skills to their everyday interactions with customers and prospects. CFS is available in one- and two-day formats.

For larger sales forces, CFS is available in a comprehensive, certified, Train-the-Trainer format which brings delivery and reinforcement back to your organization, and customizes the training to reflect your specific business environment.



### Customer-Focused Selling Process



**To learn more about how you can build sales skills and create results, contact us at:**

**PI Worldwide**  
+1-781-235-8872  
info@piworldwide.com  
piworldwide.com

## EXPAND YOUR LEADERSHIP IMPACT: Sales Coaching

Your sales managers are the critical leverage point for achieving consistent long-term sales improvement. Coaching is a sales management skill that is critical to the ongoing development of your sales reps. While Customer-Focused Selling teaches your people how to sell better, our coaching programs — Coaching for Sales Growth™ and Coaching to Excellence™ — give sales managers the skills to drive day-to-day performance, quarter after quarter. Many sales organizations have a typical bell curve — a small group of top producers, a small group of lower performers, and a larger group of adequate producers who have not reached their potential.

Our two innovative and comprehensive sales coaching programs give managers the skills to work with every rep along this continuum for improved performance.

PI Worldwide's four-part methodology combines Data, Technology, Knowledge and Expertise to provide the metrics and insights you need to increase and expand the power of sales excellence in your organization. All PI Worldwide solutions are built upon this integrated methodology, which allows you to use predictive data to achieve tangible improvements in business metrics such as productivity, retention, and revenue which drives real, competitive advantage.

### Selling Skills system



\*Includes PI