

Creating Competitive Advantage

Empowering you to empower your customer

overview

In today's business world, creating a relationship with your valued clients that differentiates you from your competitors is a business imperative. To win new business and to grow your business you need: first-class delivery, sales methodology, account planning and market intelligence, but in the end, people buy from people.

However attractive our products and services may be, competitive advantage is created during interactions between sales and delivery teams and the individuals who are their clients.

is this course for me?

This course is aimed at sales and delivery managers, as well as anyone who would like to strengthen their sales skills.



*iLead is a leadership development-profiling tool that gives insights into a person's "Engines" or their cognitive patterns that drive their behaviour.

- ✓ Connect with your clients
- ✓ iLead Signature*
- ✓ Career progression and success

outcomes:

- Deepen your self awareness so that you understand the cognitive patterns you have that make you successful and the the ones that derail you
- Profile your cognitive patterns with the iLead™ Signature; a Leadership development tool that gives insights into a person's "Engines" or their cognitive patterns that drive their behaviour
- Understand your own personal drivers and how they affect relationship building
- Build a perception of your clients' different values and needs and how to recognise these quickly
- Create a connection and build trust with your clients as a foundation for the client sharing valuable market information
- Learn how to overcome hesitations and objections and facilitate the client's decision-making process
- Discover succinct and efficient sales tool to implement immediately



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highlights

- One iLead™ Signature per participant
- Deepen your self awareness and client awareness
- Create long lasting client relationships which serve both yours and your clients needs
- Understand how you hold yourself back and how to overcome it
- Understand and be able to apply the TRUST equation with your clients
- Become a trusted advisor to your clients, not just another sales person
- Learn how to really listen to your clients
- Execute high value questions
- Implement selling tools
- Communicate value to your customers and know the difference between features benefits and satisfaction



what previous participants have said

“I learned how to adjust my style to better align with my clients and how to follow a structured approach to close deals.”

- Participant at CapGemini University

“This training should be done for all managers. The iLead Signature was extremely insightful and I definitely believe I have improved my relationships with clients after participating in this course ”

- Capgemini SBU Leader

key info

Workshop dates: Bespoke to your company's needs

Price: £1695 + VAT per participant

Contact: info@lea-p.com

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A new way in leadership