

SGI *Power Selling* Program

Skills Development and Selling Strategies for Each Stage of The Sales Cycle

Stage 1 *Find*

Territory and Buyer Profiling

The SGI Sales Prospecting System

Expanding Existing Accounts

Market Intelligence

Referrals and Networking

Events - Right Place at the Right Time

Email and Mail One-on-One Programs

Direct Prospecting

Time Management

Stage 3 *Sell*

Sales and Account Strategy

Consultative Selling

Effective Presentations

Demonstrations that Sell

Successful Proposals

Team Selling

Stage 4 *Close*

Negotiating Skills

Closing

Stage 2 *Understand & Qualify*

Understanding the Buyer

Influence Power and the Organization

Effective Face-to-Face Sales Calls

Post-call Analysis and Qualification

Stage 5 *Implement & Expand*

Post-close Selling

Expansion Strategies

Account Planning

Building Customer Loyalty



The Power of Strategic Selling