



Creating the Competitive Edge

Becoming a trusted partner



> Why?

Good selling requires an understanding of how customers like to buy in order to know how to support them in their decision-making process.

> Targeted profiles

Anyone involved in interacting with clients: at the sales level, but also in before and after sales and in the services sector. Also for managers, freelancers, consultants and coaches

> Approach

- Clarification of expected results
- Individual iLead Signature
- 2-day coaching-action workshop about the 4 CCE skills:
 - Create a relationship
 - Understand what is important to the client, and why
 - Contextualize the benefit of your solution
 - Support decision-making
- Feedback workshop about experiences after 3 months.

> Expected results

- Appropriation of a sales approach that fully respects the free will of customers
- Building value-added relationships and lasting partnerships
- Creation of recurring business in a complex and changing environment.



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Contexts in which this approach is applicable

- > A company wishes to be more customer-focused, and wants teams to adopt behaviors in line with this mindset
- > A company wishes to evolve from a technical culture to a more commercial culture
- > A sales team wishes to take ownership of a process to create partnerships with certain customers.

Targeted profiles

- > Sales sector
 - > Before and after sales, services
 - > Project managers
- > Sales teams managers (in an adapted version: "Managing the Competitive Edge")
- > Independent professionals working with customers: experts, architects, coaches, consultants...

The approach in detail

- > Clarification of expectations for the mission with person responsible
- > Before the coaching-action workshop, participants receive two preparation surveys (My Key Customer's Challenges and the iLead Signature)
- > 2-day coaching-action workshop
- > Feedback workshop about experiences and reflections (one-day workshop) 3 to 4 months after the initial workshop.

Results to expect from this approach

- > Appropriation of a sales approach rooted in the understanding of the customers' decision-making mechanisms
 - > Strengthening of commercial added value in the eyes of teams and customers
- > In the long term, strengthening of the company's image in the eyes of its customers.