



# Customer-Focused Selling™ (CFS)

## Frequently Asked Questions

### ■ What is CFS?

Customer-Focused Selling™ (CFS) is a highly interactive, sales training program that targets the core competencies needed for effective consultative selling. Participants learn:

- How to build trust and credibility
- How to adapt to social styles
- How to sell to multiple buyers
- How to identify decision makers
- How to uncover needs accurately
- How to utilize strategic questioning
- How to master business listening
- How to articulate value
- How to differentiate value
- How to ask for the business
- How to gain agreement
- How to handle objections
- How to position for long-term business

### ■ How is the curriculum implemented?

The workshop leverages adult learning theory and participative training techniques that ensure maximum retention and real-world application of the curriculum. In addition to overview presentations and self-assessment exercises, the methodologies used in the sales training include: client scenarios, business simulations, targeted learning exercises, group discussion and action planning. The workshop may also include videotaped learning exercises.

### ■ What is the Video Learning Lab?

This real-time video learning lab helps each participant transition from “knowing skills” to “doing skills.” Each participant plans an actual client sales opportunity using the newly-acquired skills; they test the approach on video and receive constructive feedback. The total immersion of transferring skills into action ensures application of knowledge and long-term sales results.



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## Frequently Asked Questions, cont.

### ■ Does the CFS workshop focus on the particular needs of my sales team and organization?

In order to gain a better understanding of the day-to-day workings of your sales organization and learn more about your specific development needs, we often conduct customized, supplemental research prior to the workshop. This typically includes telephone interviews with sales management and a targeted email survey with the entire sales team.

In addition, the workshop is usually undertaken as part of a comprehensive program that includes PI Worldwide's Selling Skills Assessment Tool™ (SSAT) which evaluates the selling skills of the sales organization on an individual, group, and sales force level. The statistical data provided from the assessment allows the CFS training to place special emphasis on the particular areas shown to need improvement.

### ■ What training formats are available?

Customer-Focused Selling™ is offered in several formats, depending on the specific training objectives.

- 1-day – includes the full CFS curriculum
- 1-1/2 day – includes the full CFS curriculum, plus the Video Learning Lab
- 2-day – includes the full CFS curriculum, with additional practice scenarios and a “deeper dive” into the core elements of consultative selling

### ■ Who provides the training?

Available in instructor-led and train-the-trainer formats, all training is conducted by highly experienced PI Worldwide certified trainers.

### ■ How can I evaluate the effectiveness of the sales training?

Along with an ongoing evaluation of improved sales performance, if your team completed the SSAT prior to training, you can have your sales team re-take the SSAT at 6 months and at one year to gauge the effectiveness of the sales training and development programs.



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