Buyer Behavior has Changed!

In the past, buyers relied on sales reps for product and solution information. Now, much or all of that information can be found online. In fact, it is believed that a buyer may be as far as 60% through their process before engaging directly with sales reps*. If unaddressed, this evolution drives even high-value, complex solutions toward a commodity pricing scenario, creating significant challenges for sellers to differentiate on value.

Today, companies need to become a source of ideas and insights for their customers to add value while building credibility and awareness of how they can help. Your sales teams need to engage prospects, convert them to paying customers, and then maintain the connection as a long-term relationship by sharing relevant insights that provide value and help them drive their business.

Teach your sales reps to make the connection between your insights and your ability to help a prospect or a customer. Richardson’s Selling with Insights™ is a customized sales training solution that teaches your sales reps advanced preparation techniques and dialogue skills to effectively present insights, create needs, and shape the customer’s thinking.

Depending on the level of customization, Richardson’s Selling with Insights™ is a one to two-day program that includes: pre- and post-work, learning sessions, planners, coaching, and a post-learning reinforcement tool, Richardson QuickCheck™. The Richardson’s Selling with Insights™ also incorporates Richardson’s proven Insight Framework™ which helps reps systematically create, tailor, and communicate compelling insights to build credibility as a trusted business partner.

Topics Include:
- Understanding Buyer Behavior
- Managing the Buying and Selling Process
- Preparing Insights
- Richardson’s Selling with Insight™ Dialogue Models
- Creating Awareness of Unrealized Needs
- Disrupting Current Mindset to Position Strength
- Overcoming Bias or Misconception

“Why is a good insight like a refrigerator? Because the moment you look into it, the light comes on.”

– Jeremy Bullmore
WPP

* Corporate Executive Board.
What Participants will Learn!
The Richardson’s Selling with Insights™ Program is designed to help your sales team members to:

- Understand the changes in executive buying behavior and how to adapt their prospecting approach.
- Use online research and social media to better understand prospects and how to approach them.
- Map the buyer’s journey to determine how to respond with the appropriate dialogue model and sales approach.
- Source relevant insights that will help prospects see things in a new way.
- Prepare insights, using the Richardson Insight Blueprint Worksheet, to connect your capabilities and differentiators to your prospect’s challenges and opportunities.
- Craft tailored insight messages following the Insight Message Model.
- Combine Insight Messages, with proven-effective Richardson Dialogue Models, to respond with an effective sales approach based on your buyer’s location in their buying process and current mindset.
- Prepare to resolve objections with the Richardson Objection Resolution Model.

Target Audience
Richardson’s Selling with Insights™ is developed for any professional who sells complex solutions in complex decision environments to executive buyers and sophisticated decision makers. In the program, we define “executive buyer” as not only C-suite executives, but also the senior-most decision maker for the function or department that purchases your product or service. This program is meant for the sales professional who targets key accounts and decision makers and has the ability to research and prepare for such sales interactions.