

# Team Selling

**TEAM SELLING TODAY** is no longer required just for blockbuster business-to-business sales pitches. Whether you are in consulting, investment banking, or technology or are a financial advisor, home remodeler, or lawyer, pivotal meetings with clients and prospects now often involve more people — on both sides of the table. In fact, according to Harvard Business Review, “... the number of people involved in B2B solutions purchases has climbed from an average of 5.4 two years ago to 6.8 today.”

Significant technology advances in recent years have enabled customers to gain information about their options faster, and without you. In addition, economic instability, geopolitical concerns, corporate scandals, and public relations blunders have created mistrust and heightened attention to risk and return on investment. Clients now arrive at meetings and calls ready to give all their stakeholders a voice and wanting to look behind the curtain to the people in your organization who will own the work after the sale.

Richardson Sales Performance’s New Team Selling Program, based on our book *Sell Like a Team: The Blueprint for Building Teams that Win Big at High Stakes Meetings* by author Michael Dalis, examines the critical aspects of building and driving high performing selling teams.

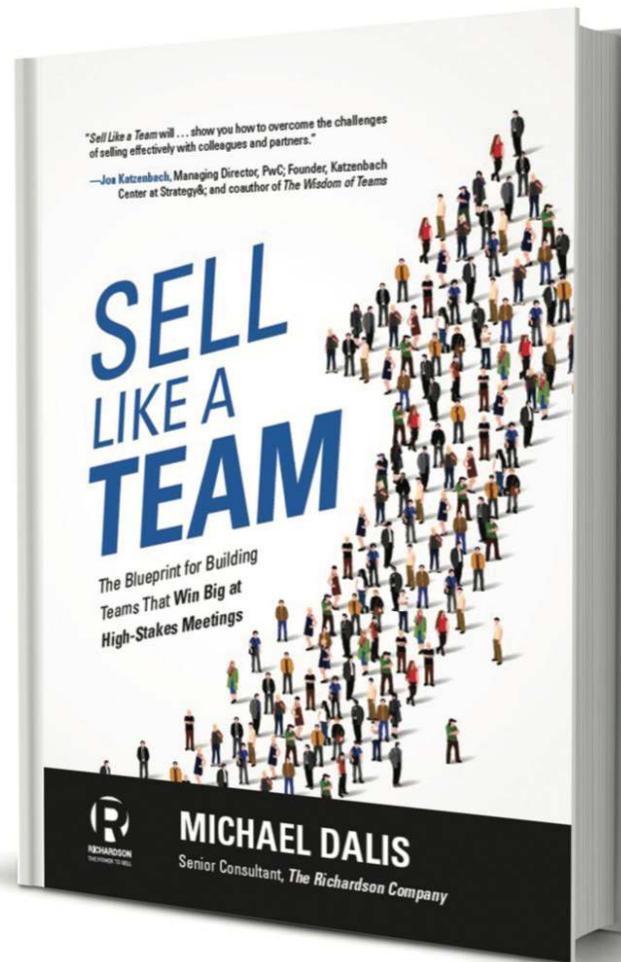
## BUSINESS BENEFITS

- Improve agility and win rates against tough competition in high-stakes meetings
- Expand deal size and scope by leveraging cross-divisional capabilities
- Maximize sales meetings throughout all stages to advance the pursuit of qualified deals
- Elevate the customer experience via better alignment with multiple stakeholders and within a selling squad

## LEARNING OBJECTIVES

- Increase salesperson awareness and skill in building and preparing the right team for the right opportunity
- Apply a process for building and leading highly effective, cohesive selling teams that are well-positioned for success at high-stakes meetings
- Utilize a set of tools to foster exceptional teamwork, successful customer meetings, and winning outcomes
- Apply team selling concepts and tools to a current challenging situation facing participants’ own selling team

Team Selling is available as a half day facilitated workshop or a 60-90 minute keynote presentation.



**RICHARDSON SALES PERFORMANCE** is the global leader in sales training and performance improvement. We drive accelerated growth by simplifying and solving the sales-growth equation. From ensuring your sales managers are executing the right activities to equipping your sales team to drive a buyer-aligned sales process with exceptional skills and strategies, we will guide your sales organization through a digitally-enabled performance journey that excites, engages and reveals results. Get to know us and experience what is possible – managers who know exactly how to drive growth from their teams, customers who see the difference in how your sales team shows up and a clear path to outperformance.

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