



Collaborative Selling

for Farm Equipment Dealers

Rethink your selling practices and adapt to an approach which allows your customers to feel as though they have “bought” a product instead of feeling they have been “sold” one.

Who Should Attend

- Sales Professionals
- Sales Managers
- Owners / General Managers are encouraged to attend

Those businesses interested in customer retention and long-term customer relationships are realizing that simple transactional sales have become a thing of the past. You and your management team may have bought into this mindset change, but has your sales team changed?

The Spader Collaborative Selling workshop is a fast-paced, principles-based highly interactive session where even the highest producing salespeople will rethink their selling practices. This program is focused on developing the capabilities of the salesperson.

You'll Leave Knowing

- How to apply the Platinum Rule to build sustained winning relationships
- Ways to differentiate yourself, your product and your company, and how to position your offer
- How to gather information in an atmosphere that builds rapport, trust and credibility with your clients
- Ways to successfully diagnose before prescribing products or solutions
- How to eliminate the need to always be closing
- How to foster an environment of trusted advisor, not just a salesperson
- Your own “people smarts” with both employees and customers
- How to develop your own personal roadmap for successfully executing collaborative selling
- The 18 best selling practices





Key Agenda Items

Assessment:

- Understanding the “6-Step High Performance Sales Process”
- Identifying your sales process strengths and opportunities
- Benchmarking your performance against your peers and others

Interactive Learning: Relevant and realistic role plays and simulations

- Coaching for performance gaps
- Sharing key insights

Development Plan: Pinpointing your development areas

- Defining a step-by-step action plan
- Participant ownership of their personal development

Materials and Toll-free Support

Each participant will receive a set of materials that includes the tools, processes, tips and forms needed for implementation and reference. You'll also receive toll-free support from a group of Spader Business Management specialists for any questions you might have when implementing what you've learned.

Customize this course to meet your special needs today.

Duration: 1.5 days

Dates, locations and pricing are available at spader.com or call 800.772.3377.

