

Instilling PRIDE: The modern way to sell without selling

Selling used to be all about groups of dedicated sales reps stalking the country with a range of persuasive techniques supposedly guaranteed to ensure that they 'closed deals' with hapless prospects.

But things have moved on. Online media has blown the customer sales interface wide open, in many cases revealing the candid truth behind how companies often try to foist inappropriate products on an increasingly resistant public. The veil has now been lifted, and customers won't fall for it any more.

As a result, the most successful companies are recognizing the ambassadorial potential of their entire workforce and of their customers, and are looking at appropriate ways to harness this sales potential.

Because this requires a truly collaborative approach, old-fashioned sales training is no longer effective or worthwhile. Instead, it requires a cultural shift on behalf of companies who wish to promote their products and acquire new customers in a more consistent and thoughtful way.

The PRIDE system captures all the subtleties of this phenomenon in a thoroughly contemporary way that will ensure your staff are interacting with customers appropriately and creating the right sales environment for effective and non-pressurised sales. Done right, customers will come to your products and not the other way round.



Perfect your product

No one enjoys trying to sell sub-standard or inappropriate products. Enhance and refine yours to start the ambassadorial ball rolling.

Respect your staff and customers

Treat everyone well and with complete transparency. Allow them the respect and freedom to work it out for themselves.

Inspire your market place

Think harder than the rest, come up with clever ideas, and be generous enough to share them. Drop the old control freak mentality.

Dare to fail

If you had an infinite budget, how many promotional avenues and messages would you try? Learn how to try multiple approaches, particularly online, and learn from them.

Effuse about the whole thing

Make everything you do infectious. Everybody wants to be involved in interesting things, and, if you get it right, that includes your staff and customers. Then everyone is more likely to become an ambassador and increased sales will follow naturally.

Customised Workshops from £500 plus VAT

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