

Discovering Sales Effectiveness

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



What's in it for you?

Sales professionals embarking on this transformative journey discover the art of tailoring their approach to diverse customer preferences.

In the fast-paced realm of sales, forging meaningful connections with customers is a game-changer.

Our Discovering Sales Effectiveness, rooted in the Insights foundation program, empowers sales professionals to enhance their skills, revolutionize customer interactions, and embrace a people-centric sales approach.

By leveraging the Insights Discovery® model, this learning journey reveals the profound impact of individual preferences and behaviors on every facet of the sales journey, enabling salespeople to cultivate more impactful customer relationships.

Who should attend?

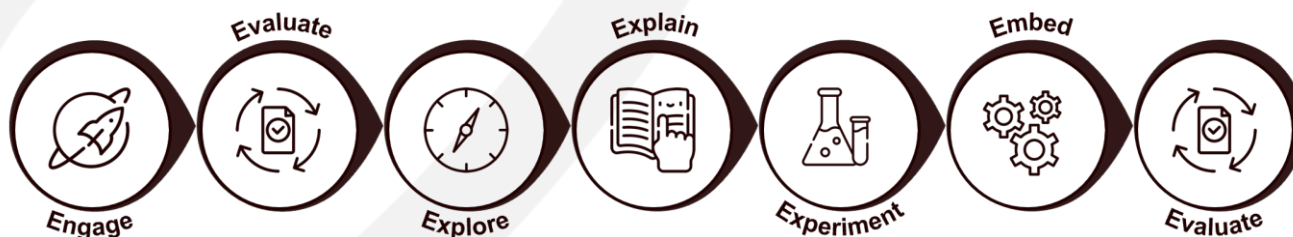
Sales Professionals.
Customer Service Professionals.
Sales Leaders and Managers.

Good to know:



Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.

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By completing this learning journey, they will:

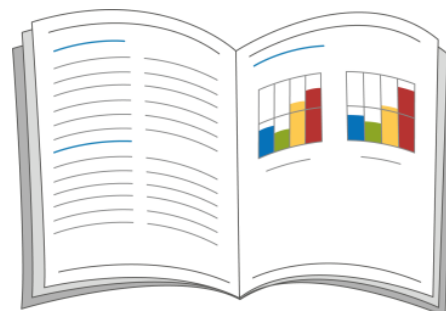
- Gain insights into their preferred style and approach at each stage of the sale, initiating the process of refining their approach for amplified impact.
- Utilize a practical four-color model in each customer conversation, generating immediate results and elevating the overall effectiveness of their sales interactions.
- Enhance customer experiences by embracing a person-centered approach to sales, influencing favorable outcomes in their conversations.
- Easily connect with potential customers by recognizing their preferences and behaviors, establishing a stronger rapport.
- Craft personalized action plans that fuel their drive and energize them to realize their sales potential, fostering continuous growth and success in their sales career.

#MAKINGADIFFERENCE

A proven model:



Insights Discovery® Personal Profile:



[Download a sample here](#)

Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

Duration: 14h total learning



6 hours of instructor-led learning.



8 hours of self-directed and on-the-job learning.

REF: DSE

www.cegos.ch | info@cegos.ch

“We are all unique.”

#TIL