



# Selling to Buying Teams

*Strategic Skills for Selling to Customer Groups & Buying Teams*

*"Selling To Buying Teams" is an advanced Selling Skills seminar designed to prepare sales and customer contact professionals for Group or Team-related selling situations. It addresses the key issues of selling to buying teams and selling as a presentation team.*



*Upgrade your One-on-One Selling Skills to Influencing and Managing a Group.*

## *Seminar Content Includes:*

- *How Today's Purchasing Environment is Changing*
- *The Psychological Process of Individual and Group Decision-Making*
- *The Proper Use of Influence in Selling to Teams*
- *The Dramatic Effects of Age & Diversity in Team Activities*
- *Understanding the Buying & Working Habits of Different Age Groups*
- *What Causes People to Change when Placed on a Buying Team*
- *An Introduction to Small Group Dynamics*
- *Leading Effective Customer Meetings*
- *Tactics & Strategies used by Buying Teams to Control Salesmen*
- *How to Organize and Select a Winning Selling Team*
- *Establishing Presentation Goals*
- *Selling Team Roles - Who Should Do What?*
- *Distributor and Builder Presentation Roles*
- *Preparing Support Personnel for Customer Contact*

*Length: 4 to 5 hours*  
*Who: All employees who have significant customer contact in meetings.*  
*Syllabus: A printed format is available. Refer to proposal.*  
*Size: The ideal group size is 8 to 25 participants based on the planned group interactions. More can be accommodated in a modified format.*  
*Room: U-shaped table arrangement.*  
*Equipment: Overhead projector, 35mm slide projector, flip chart and LCD projector.*