

Goldleema: Defining Your Ideal Sales Experience



Program Goals

- › To analyze the experience of selling to and working with large accounts, specifically from the perspective of our C-Suite customers.
- › To define our ideal sales experience, unique to our organization, that will set us apart from the competition and allow us to sell more effectively to large accounts.

Program Outcomes

- › Explore the Operating Reality for C-Suite Executives.
- › Detail how our beliefs and culture tie to the sales experience we want to create for our prospects and customers.
- › Analyze the Ideal Customer Sales Experience.
 - Examine basis for customer expectations in the large account sales process
 - Outline your customer's centerline sales experience (current)
 - Identify gaps and strengths in creating the ideal sales experience
- › Develop robust action planning to bridge or close the gaps.



Why Use Goldleema?

It's no secret that your sales professionals are frequently the first contact your customers and potential customers have with your organization. Sales professionals are the face of your organization; your potential customers assume the sales experience is a sneak preview of what it would be like to do business with your organization. *Goldleema: Defining Your Ideal Sales Experience* allows you and your top sales professionals to look at the sales process from the customer's perspective—specifically the perspective of the C-Suite contact—and reengineer your sales process to create the ideal sales experience for your customers and potential customers.

How Does it Work?

Goldleema: Defining Your Ideal Sales Experience is a one-day workshop designed for your seasoned sales professionals and sales leaders. The workshop will make a difference for your sales organization because it:

- › Immerses participants in the operating reality of the C-Suite customer through a high-energy simulation.
- › Builds the ideal sales experience from the foundation of who your organization is and how you want to engage your customers.
- › Is real and relevant to your participants because every learning is applied to your operating reality
- › Incorporates detailed action planning (including roles, responsibilities and timelines).



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