



Centroid First Call...Strongest Link Selling Program

Executive Summary

This course is designed for sales professionals who want to move up the revenue food chain of key customers. ***First Call...Strongest Link Selling*** recognizes that customers want more proven industry expertise in their decision making process. In a half day format this program is customized to the requirements of its participant's top needs and back fills with the course process and platform to help promote seamless, continuous, selling. It focuses on the environment where customers want more intelligence, value and greater risk reduction from their inner circle of suppliers. Finally, this program promotes the skills needs to grow customer confidence that ultimately opens new opportunities for revenue growth.

Program is scalable for Advanced Participants.

Course Objective

First Call...Strongest Link Selling focuses on providing advanced sales participants with a road map and plan to extract optimum expenditures from important new and existing key customers. Its other objective is to bring greater awareness to the reality that managing large pieces of business in a market share war is volatile if you do not take the necessary steps to stay ahead of competition. It's about growing and retaining more than our fair share of existing business. All skill sets are designed to be implemented immediately with quick ROI.

Program Structure

- 1) Half Day for up to 12 participants
- 2) Customized from deck of approximately 100 slides
- 3) Approximately 40 slides deep for half day
- 4) Several Participation Workshop and Role Play Exercises
- 5) Deep interactive workbook
- 6) One to one follow up by Facilitator within 10 days of delivery date
- 7) Personalized framed Centroid Certificate upon course completion

For More Information Contact

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