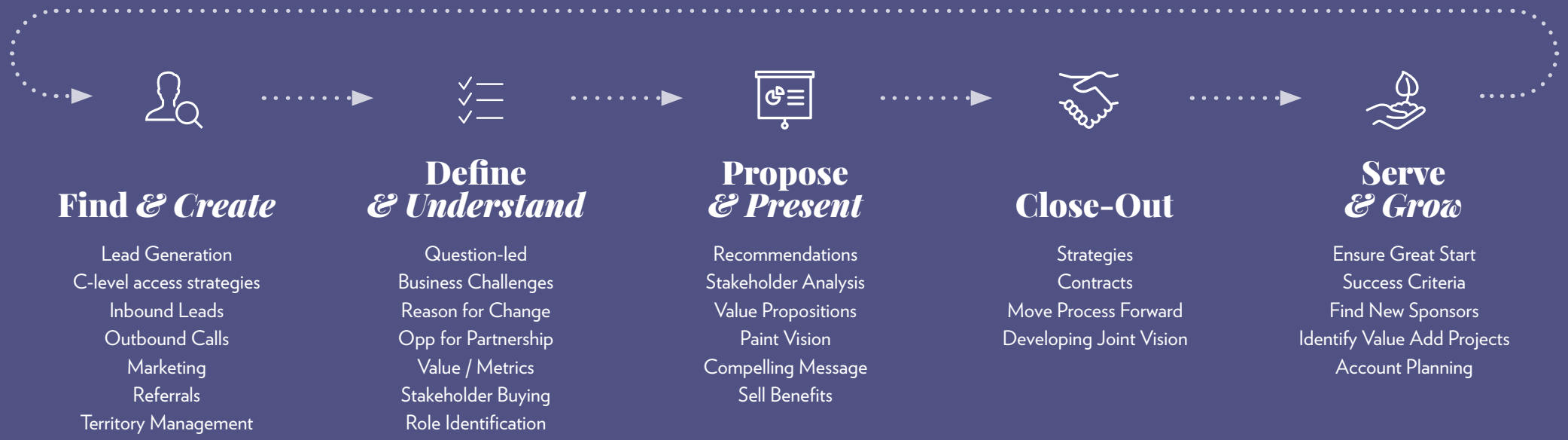


# Selling at a Higher Level



THE FOLLOWING ELEMENTS ALL RUN AS CONSTANTS THROUGHOUT THE SALES CYCLE

For Example Qualification is as important during stage 1 and stage 4

## CORE SKILLS

Question-led, solution focused, Champion & Coach development, Key Account Planner (KAM) & opportunity management

## ATTITUDE SKILLS

Pro-active, responsive, goal driven, delivering against expectations, continuous improvement

## SECTOR KNOWLEDGE

Module based on relevant sector, if appropriate

## QUALIFICATION

Magic 35, 7 step qualification toolkit

## WIN - WIN NEGOTIATION

Trade build, BATNA, negotiation template

## PERFORMANCE MANAGEMENT