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## The IoweU Approach to Better Buyer Relationships

There are many sales methodologies on the market, but few of them deal in any detail with the relationship/partnership-building aspect of consultative sales. They mostly deal with the basic sales process, or parts of it. This program deals with the human element in the seller buyer relationship, and the need (of the seller) to be able to effectively adapt behavior to gain the trust and respect of the buyer, as a means of building the relationship.

This course is for functional sales teams, account services departments and internal groups who have to “sell” themselves and their ideas to the business – IT, HR, Finance – and form sustainable relationships with internal stakeholders.

This practical workshop helps participants explore a paradigm shift from a “selling” mindset to a genuine “helping” mindset that is fundamentally different to the majority of sales approaches. Participants then learn practical skills for opening an influence dialogue, searching for value-added solution and engaging the buyer in a collaborative process.

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### LEARNING OBJECTIVES

- Learn how to build long-term, sustainable, trust based relationships
- Assess the strengths and weaknesses of their current sales style
- Learn to differentiate between types of relationships and buyers
- Practice opening sales call or visits with the I We U Opening
- Learn how to identify opportunities to add value to your client’s business by using Focus 5, SHAPE and Spicy Questions
- Practice developing Value Sheets and CC Letters
- Learn how to present for impact