

# WHERE THE CUSTOMER CHALLENGES OF TOMORROW

## MEET THE SALES OPPORTUNITIES OF TODAY.

The pace of business is moving faster than ever. Customers expect answers immediately, putting pressure on sales teams to anticipate their needs and respond quickly. This training will help your team stay closer to the customer and position them to respond to every twist and turn of the buying process.

Get all the details  
and enroll today at  
[nemra.org/salestraining](http://nemra.org/salestraining)

**NEMRA**<sup>®</sup>

### NEMRA CONCEPTUAL SELLING

POWERED BY MILLER HEIMAN GROUP

**IS A CUSTOMER CENTRIC E-LEARNING SALES COURSE THAT WILL HELP YOUR SALES TEAM WRITE MORE BUSINESS.** It helps them better understand customers' buying process and needs. Then, it teaches how to strategically connect your product, service, or solution to that need.



#### Conceptual Selling helps sales organizations:

- Implement a proven sales process for the entire company
- Differentiate the quality of your sellers from the competition
- Effectively demonstrate your value to your customers



#### Allows sales managers and top leadership to:

- Easily train sellers with a proven method
- Always know the status of your opportunities
- Professionalize your selling teams



#### Enables your sellers to:

- Prepare better for customer meetings and record follow-up actions
- Ask questions to uncover critical information
- Advance the sale in your favor following every customer interaction

# BECOME A FUTURE-READY SALES FORCE.

## THIS PROGRAM IS RIGHT FOR ANY MEMBER OF YOUR TEAM

who regularly interacts with customers and prospects. This includes sales leadership, sales managers, sales support, technical support, customer service, and business development.

When it comes to reaching electrical distributors, original equipment manufacturers (OEMs), and electrical contractors, the most-prepared sales force wins.

**POWERED BY MILLER HEIMAN GROUP**, your training consists of three scenarios. Each is comprised of 17 e-learning modules that provide you with the opportunity to learn a concept, check your understanding of the concept, and then demonstrate your understanding by applying the concept to an upcoming meeting and a current opportunity. Modules include *World-Class Sales Performers*, *Single Sales Objective*, *Buying Influences*, and more.

Invest in a proven way to differentiate your sales team from the rest. Go to [nemra.org/salestraining](http://nemra.org/salestraining)

PLAN. PRACTICE.  
DO IT AGAIN.

It's important to rehearse, and think through the objectives you want to get out of the call—before you get in front of the customer. Conceptual Selling helps you get information, give information, and get commitment—and is critical to moving the opportunity forward. Remember, practicing during the game never brings the results you want.



A leading provider of business performance solutions that help build world-class sales and service organizations by improving their alignment and execution.

## NEMRA®

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