

## PROGRAM'S PURPOSE:

Participants will gain a greater understanding of the WHAT, WHY & HOW of Hard/Soft Demand Strategies and Tactics to Drive Business in an Ever Changing Global & Local Marketspace.

## DAY 1 - MONDAY, JANUARY 29, 2024

1-4 PM PST

### **PART 1-7 Performance Driven Hard & Soft Demand Selling/Strategic**

- Master the ten fundamentals of a winning strategic selling plan.
- Understand the levels of FIND, GET, ENGAGE, GROW, and ADVOCATE for successful hard demand.
- Uncover the 3-Psychographics crucial to sales professionals' success, and leverage the TRAJECTORY CODE model for quicker, deeper understanding of prospect and customer psychology.
- Implement the 5-Psychological Steps to Selling, ensuring 100% concentration on your product offerings, line card, specs, quotes, and RFPs.
- Learn how to forecast Disruption & Interruption Points in the marketplace, driving hard demand when others are losing business.
- Explore how the Five Pillars of the ROTF impact your every effort in Hard and Soft Demand activities.

## DAY 2 - TUESDAY, JANUARY 30, 2024

2-5 PM PST

### **PART 8-9 Performance Driven Hard & Soft Demand Selling/Strategic ... Applying Your Sales Pipeline Efforts into the HOW of SUCCESS**

- Learn to assess your product knowledge's depth, influencing your perception of market opportunities.
- Utilize the Business Integration Grid® (BIG) to prioritize daily market opportunities and focus energies effectively.
- Adopt the enhanced Sales Pipeline Funnel® concept, aligning actions with the Six Levels to your Sales Pipeline Funnel® for efficient selling.
- Explore ten Hard Selling strategies to build sustained relationships in the face of market changes and buyer turnover.
- Discover ten Soft Selling strategies to navigate evolving market dynamics and redefine the perceived value.
- Harness technology to connect with the market and customers, gaining early intelligence on demand generation and competitors' strategies.