

## THE COUNSELOR SALESPERSON

Going to market with unique, high-quality products and services is no longer enough to create sustainable advantage. Succeeding in today's no-nonsense business environment requires a sales force that can respond to customers' business needs, priorities, and interests better than the competition. That means that salespeople must be able to quickly discover and understand the business issues related to strategy execution. And it all begins with a consultative selling approach — working closely with customers to solve real business problems.

### IGNITE TALENT

*The Counselor Salesperson (CSP)* is one of the core programs that make up Wilson Learning's Sales Effectiveness: Advantage at the Customer Interface suite. CSP features an array of fully integrated learning components: proven consultative selling content delivered using a classroom-based, e-learning, or blended learning approach; application workshops; coaching Webcasts and other activities; reinforcement tools and resources; and a leading-edge Web portal — where it all comes together.

#### OFFERING OVERVIEW

Taking a Counselor Approach to sales is about understanding “the business of the business” so you can help customers solve real business problems. Simply put, people love to buy, but they hate to be sold. Wilson Learning's CSP enables salespeople to differentiate themselves by demonstrating that they have what it takes to help execute business strategy, not just make another sale.

#### OFFERING DETAILS

CSP covers four key skill areas that, when combined, form the Wilson Learning consultative selling model:

- Relating: Earning the customer's confidence — and ultimately, trust — by demonstrating the credibility to help problem solve
- Discovery: Truly understanding a customer's needs, motives, and buying situation before discussing feasible solutions
- Advocating: Presenting well thought-out solution recommendations linked directly to business strategy
- Supporting: Maximizing the potential for customer loyalty by enhancing the relationship post-sale through value creation before, during, and after implementation

Wilson Learning understands that many organizations have virtual, widely dispersed sales forces. We also appreciate that sales managers are facing unprecedented bottom-line pressures. That's why we work closely with each customer to determine which learning methods will likely get the best results given your goals and unique situation.

CSP is made up of distinct, yet integrated, core modules that can be delivered in the classroom, online, or using a combination of conventional and electronic delivery. To ensure that the learning experience is reinforced and enabled back on the job, we encourage customers to incorporate just-in-time job aids, such as reinforcement tools and resources. We also recommend that all salespeople who experience CSP take full advantage of our leading-edge Sales Effectiveness Web portal, an online environment where professional development and everyday work life converge — anytime, anywhere.

## CONTENT, TECHNOLOGY, SERVICES

To truly achieve sustainable advantage at the customer interface, organizations need to ensure that salespeople have not only the knowledge and skills to compete and win, but also the workplace supports necessary to continually perform at high levels. Our CSP offerings reach well beyond core learning content to create a fully dimensional learning experience that gets lasting results.

CSP: A Classroom Approach (CSP) is a three-day, facilitator-led program that capitalizes on the many undeniable benefits of classroom-based learning, such as face-to-face salesperson-to-salesperson and salesperson-to-facilitator interaction, true-to-life skills practice, and immediate in-person feedback. Also, the core skills presented in CSP are augmented with various support tools that help salespeople hone new skills and behaviors, and sales managers more proactively develop a sales force.

CSP: An e-Learning Approach (eCSP) is a highly interactive, Web- or CD-ROM-based learning experience designed for sales organizations with widely dispersed sales forces, a commitment to reducing corporate travel expenses, or a desire to minimize the time salespeople spend out of the field. eCSP allows today's salesperson to get up to speed quickly in the context of real business scenarios presented using leading-edge, interactive multimedia.

CSP: A Blended Approach incorporates the best of CSP and eCSP to create a practical learning experience geared toward speed to results and sustained sales success. Taking a blended approach allows organizations to implement CSP in as flexible a manner as possible — for example, core skills can be delivered via the Web or CD-ROM, or in the classroom, depending on organizational needs.

Salespeople who experience eCSP can also choose to put what they've learned to work in *Applying CSP*, a key element of our classroom-based and blended learning CSP offerings. This one-day, facilitator-led workshop provides skills

practice and application for further skills mastery in a controlled, risk-free environment. Activities include: creating a competitive offering, finding partnership linkages, and understanding business priorities. For even greater impact, organizations can choose *Practicing CSP*, a customized version of *Applying CSP* that features client-specific business scenarios and case studies.

## OTHER OPTIONS

To help sales organizations make the most of the learning experience and to ensure lasting sales success, Wilson Learning offers a host of optional and complementary learning components for CSP.

For example, our Customer Relationship Inventory offering is an assessment instrument that uncovers what customers really think about an organization's sales force. This type of concrete, real-world feedback motivates salespeople to perform and acts as a blueprint for creating individual, group, and organizational development plans.

To round out our CSP offerings, Wilson Learning also offers world-class consulting services — from systems integration and internal alignment to workflow management and strategy augmentation — to ensure that each solution is an ongoing success.