

**WHEN YOU'RE READY
TO BRING CFS TRAINING IN-HOUSE,
WE'RE READY TO HELP.**

PI Worldwide's Customer-Focused Selling (CFS) program gives your sales or customer service team the knowledge and training they need to consistently meet or exceed sales targets on a predictable, sustainable basis. Together with the Selling Skills Assessment Tool (SSAT), it's one of the best investments you can make to ensure your company's long-term growth and profitability.

As companies continue to grow, often times it makes sense to meet their training needs in-house. CFS instruction is available in a certified Train-the-Trainer format, designed to support larger sales forces. See how this program, offered exclusively through PI Worldwide, can help you.

ARE YOU READY TO IMPROVE YOUR COMPANY'S SALES PERFORMANCE AND PRODUCTIVITY?

We'd like to help. For more information about the Predictive Index[®], Selling Skills Assessment Tool, Customer-Focused Selling or any of our other business solutions, please give us a call, or visit us on the Web.

PI Worldwide is a global management consulting organization that helps companies be more successful by focusing on their most important asset—their people.

**ALL THE TOOLS AND
TRAINING YOU NEED TO
DELIVER CFS IN-HOUSE.**



CUSTOMER-FOCUSED SELLING TRAIN-THE-TRAINER



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WHAT'S INCLUDED IN THE CFS TRAIN-THE-TRAINER PROGRAM?

The CFS license investment includes everything you need to bring CFS training in-house for use by your own team:

Train-the-Trainer Certification for up to three trainers (More trainers can be certified for an additional fee.)

- As the cornerstone of your licensing agreement, PI Worldwide will certify your people to administer the Customer-Focused Selling program. The certification process is an intensive two-day course that includes a thorough grounding in the theory and practice of CFS and an in-depth "train-the-trainer" workshop.

A complete package of instructional materials

- Your staff will receive all the tools and materials necessary to facilitate the CFS Program including:
 - CFS Leader's Guide
 - CFS Participant's Guide—in both one-day and two-day curriculum formats
 - Fully customized case studies/business scenarios
 - CFS PowerPoint instructional slides—in both one-day and two-day formats
- PDF of Participant Guide materials for unlimited duplication and internal use by your organization (For convenience, you can also order these materials from PI Worldwide.)
- Library of additional support resources for both sales reps and trainers, including valuable training for sales meetings (in podcast and written format)

CUSTOMER-FOCUSED SELLING

Improving your team's sales skills with targeted training.

Customer-Focused Selling (CFS) gives your sales or customer service team the specific knowledge they need to consistently achieve better sales results. Utilizing a highly interactive, adult learning format, CFS provides all the core competencies needed for effective consultative selling:

- How to build trust and credibility
- How to adapt to social styles
- How to sell to multiple buyers
- How to identify the decision-makers
- How to uncover needs accurately
- How to utilize strategic questioning
- How to master business listening
- How to articulate value
- How to differentiate your products/services
- How to ask for the business
- How to handle objections
- How to gain agreement
- How to position for long-term business



CONDUCT UNLIMITED CFS TRAINING WITHIN YOUR ORGANIZATION

There's no better way to maximize the impact of CFS training throughout your company than by bringing the delivery and reinforcement in-house. Get all your people on the same page by making CFS a regular part of large scale sales meetings, new hire training, and individual coaching—leveraging the CFS program to drive sales performance.

In addition, using your own resources, you're better able to conduct CFS training "on-demand," accommodating smaller groups, different geographies or individual business units on a schedule that's most convenient for everyone.

GET CONTENT AND KNOWLEDGE INTO THE HANDS OF THE PEOPLE WHO MANAGE DAY-DAY PERFORMANCE

The train-the-trainer curriculum isn't only for sales trainers; sales managers are also a powerful leverage point. A proven way to assure success and steady sales growth is to empower your front-line sales managers with the knowledge and tools to internalize CFS knowledge for maximum impact on their teams.

CUSTOM-TAILOR YOUR TRAINING SCENARIOS TO EXACTLY REFLECT YOUR BUSINESS ENVIRONMENT

To capture the most realistic scenarios, and to provide the ultimate level of practical learning, our instructional designer will work closely with your in-house team of subject matter experts and project owners to add a level of detail and realism that makes your CFS training even more effective. This high level of customization ensures training that hits the mark for your company, your industry and your reps.

Sales Huddles: Content for Coaches

Sales Huddles are designed to give the sales manager content to reinforce and coach on each of the five areas of the Customer-Focused Selling process—**Open, Investigate, Present, Confirm and Position**. Designed to be delivered in person or on the phone as part of the coaching conversation, Sales Huddles can be delivered in 15-minute modules.

The CFS License includes content for 8–10 Sales Huddles on each of the five skill areas—valuable coaching material for a full year of CFS development.



Targeted assessment. Targeted development. Targeted results.

PI Worldwide offers a unique complement of services that let you measure, manage, and take control of your organization's sales performance.

Selling Skills Assessment Tool (SSAT) gives you an objective look at your people's strengths, their skills, and specific areas that need improvement—a detailed, accurate quantification of the selling abilities that allows you to focus your sales training—and your coaching—for maximum impact and maximum revenue growth.

Customer-Focused Selling (CFS) teaches all the core competencies needed for effective consultative selling—with special emphasis on the particular areas shown by the SSAT to need improvement.

The Predictive Index® (PI) provides your sales managers with the motivational and behavioral insights they need to support, guide and develop their people—and to ensure that their new skills are being applied to improve day-to-day performance and long-term success.