















- 1  **Sell Without Selling Overview Webinar**
- 2  **Session Overview**
 - A new definition for selling
 - The Discovery Process
 - Exploring Solutions
 - Moving Forward
- 3  **Marketing vs. Sales**
 - Understanding the difference
 - Why you need to succeed at both
- 4  **Value from the clients' perspective**
 - What client's really want
 - What it takes to deliver that
 - How that sets you apart from competition
- 5  **Value Perception/Types of Service Curve**
 - Types of services vs. fees collected
 - Getting paid for value beyond hours
 - Moving up the curve
- 6  **Mistaken Beliefs About Selling**
 - Interactive exercise
 - What are your thoughts or beliefs about "Selling?"
 - What comes to mind when you hear the word "Salesperson?"
- 7  **A Different View of Selling**
 - Selling as a form of service
 - Meeting as an opportunity to discover needs and explore solutions
 - Providing value at your meetings
- 8  **Motivating Clients Into Action**
 - Fundamentals of human motivation
 - Moving the client from unsatisfied needs to action
- 9  **Sales Process Diagram**
 - Three stages to the process
 - Critical success factors
 - Context for the process
- 10  **Discovering Truth**
 - Who are they and what they do
 - Client goals and objectives
 - Client issues and obstacles
- 11  **Exploring Solutions**
 - Framing solutions around what was discovered
 - Gaining client buy in to your solutions
 - Enhancing your credibility
- 12  **Moving Forward**
 - Gain client commitment before going further
 - Presenting fee and other relevant engagement details
 - Addressing client concerns
- 13  **What it takes to Master the Sales Process**
 - Guidelines
 - Next steps
 - Critical success factors
- 14  **Benefits of Sales Communications Skills**
 - Impact on individuals
 - Creation of client centric culture
 - Significance to firm