

# Case Study

## Value-Added Sales Workshop

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# ABOUT CLARKMORGAN

CLARKMORGAN ENABLES MULTINATIONAL ORGANISATIONS to execute upon strategy by designing and delivering relevant and impassioned learning programs that develop the capabilities of our clients. Putting that simply, we help people evolve through transformative training.

Opened in Shanghai in 2001, where it is still headquartered today, ClarkMorgan has become an industry leader, winning back-to-back CCH China Staff 'Training Firm of the Year' awards in both 2007 and 2008 and beating international and long established competition. In 2020 we now celebrate our 19th year of success in China.

ClarkMorgan brings a multinational team of business savvy consultants and trainers together, providing services to the Fortune 500 and Global 1000 firms especially Local Chinese Firms operating within the Asia Pacific region. We assist in small, one-off programs, but more often than not, our staff are dispatched across the region, helping organisations develop their staff's skills and ultimately hit their KPIs.

Furthermore, ClarkMorgan is active in supporting the non-for-profit sector in this regional, launching Spark China in 2009, and founding the Chinese Association of Training & Development Specialists (CATDS) in 2012.

ClarkMorgan also works closely with China-based charities, including The Library Project, Pretty in Pink Shanghai, and WWF.

## BACKGROUND

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This client is the Global leader in the IT and networking industry, the world's leading provider of network solutions. Committed to building an unimpeded "bridge" between countless companies, helping companies transform network applications into strategic assets, fully tapping the energy of the network, and gaining a competitive advantage.

This sales training is to transform sales people from demand-meeting selling to creating-demand insight selling, and includes focusing on adding value to clients. The value-added sales must identify opportunities for the organisation, then sell the specific application that best fits the client's situation – while also knowing how to sell to each type of buyer.

This program is tailored for experienced sales team members with a new and specific focus to selling hardware, software and services.

## SOLUTION

### **Training programs including:**

- Introduction of Value-added Selling
- Value-added Selling Attitude
- Identifying Buying Influences
- Preparation before the sales call
- First Meeting-Creating Professional Sales Image
- Qualifying Customer Needs
- Positioning of Your Solutions
- Closing and Negotiation
- Follow-up Service and ensure successful implementation

## RESULT

This course provides sales professionals with a market-proven approach for selling customers on the inherent value of a product. Based on a value-selling model proven to work across industries and product lines, the salespeople will get to realize the product value in the client's terms, orient a pitch to fit the client's needs, and close the deal. It gives sales pros the tools and confidence they need - now and forever - to de-emphasize price in the selling equation.



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