

## Take A Closer Look: A Winning Sales Methodology Revealed



### **CustomerCentric Selling® is the most scalable, auditable and repeatable methodology that can provide real results.**

#### **What is CustomerCentric Selling®?**

CustomerCentric Selling® (CCS) is a *buyer-oriented* methodology that arms sales people with powerful toolsets and skills that can dramatically improve sales performance. Different from most traditional sales training techniques, the root of CCS lies in allowing the seller to empower the buyer in the selling process. Despite the industry or size of organization, the CCS methodology is entirely scalable and proven to work for easy adoption and applicability.

After implementing CCS, your sales force will be able to:

- Prospect more effectively
- Diagnose prospects' needs with a bias toward your offering
- Reach the right person with the power to buy
- Eliminate 'no decisions'
- Prepare an accurate sales forecast
- Hold the price without losing the sale
- Shorten sales cycle and close faster
- Eliminate peaks and valleys in the pipeline

The CCS approach is transferable and can be easily mapped to forecasting milestones. The process is designed to be *learned, implemented, monitored, coached* and adjusted where necessary.

#### **The CustomerCentric Advantage**

Unlike other sales training providers, CCS enables your sales force to truly succeed by producing *real results* behind the methodology. Once your team has gone through a CCS workshop and implementation, you will see remarkable effects almost immediately. Here is the advantage your sales people will have out in the competitive landscape – they will be able to better:

- Initiate opportunities at decision-maker levels
- Identify decision-maker business goals
- Understand prospects' current situation and measure its costs

- Propose only the parts of your offering that can help prospects achieve their goals
- Help prospects understand requirements for successful implementation
- Gain mutual agreement with decision-makers on what must happen in order to make an informed purchase decision
- Document efforts comprising the buying cycle to maintain control, keep senior management informed, and allow forecasting at an opportunity level



**“CustomerCentric Selling® is the best process I have seen to ensure successful sales and sales management.”**

**David Stone**  
**Executive Vice President**  
Solutions-II, Inc.

## The Difference

So how is CCS different from traditional methodologies that are still taught out there today by other providers? The CustomerCentric Selling® difference is in:

- Having **situational conversations** versus making presentations
- Asking **relevant questions** versus offering opinions
- **Solution-focused** versus relationship-focused
- **Targeting business people** versus gravitating towards users
- **Relating product usage** versus relying on product
- **Managing managers** versus needing to be managed
- **Empowering buyers** versus attempting to sell them

## Get Started Today and Be Part of a Winning Team!



## Contact Us Today

For more information, please visit us at [www.customercentric.com](http://www.customercentric.com) or call us at 800.993.1228 or 617.848.8584.

You can also take just a minute to [click here](#) and complete this brief form so that we can better assist you.

**Want to join the CustomerCentric Selling® team?** To apply to be one of our elite business partners, please contact Tim Young at [tyoung@customercentric.com](mailto:tyoung@customercentric.com) or 800.993.1228, x705.

For any other questions or inquiries, please contact Jill Clark at [jclark@customercentric.com](mailto:jclark@customercentric.com) or 800.993.1228, x706.

## About Us

CustomerCentric Selling® (CCS) is a proven methodology for predictably improving revenue growth and sales performance. Founded in 2002, CCS helps clients worldwide to implement repeatable, auditable and scalable sales processes that, when combined with Sales Ready Messaging®, guides marketing and sales to have meaningful conversations with customers and prospects. This results in winning high-value deals, retaining and growing client relationships and improving the predictability and accuracy of sales forecasts.

Clients such as Microsoft, Hewlett Packard, Business Objects, Rockwell Automation, EMC and Raytheon have deployed CCS worldwide.

