NEWSell™

# Your Sales Compass to Success

NEWS® COACHING & TRAINING

Unleashing Potential

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# N.E.W.Sell™

**In the red ocean of sales techniques, the N.E.W.Sell™ methodology offers a cutting-edge differentiator. It enables sales people who use it to navigate sales calls to achieve effective win-win results.**

This sales process involves aligning compasses with the customer to create the best solution and value for both.

It is based on the **N.E.W.S.™** Model- a structured model for navigating the sales process.

This program, adopted by some of the leading sales organization of "Fortune 100" companies, will enable you to significantly improve the effectiveness of your sales process and achieve better results.

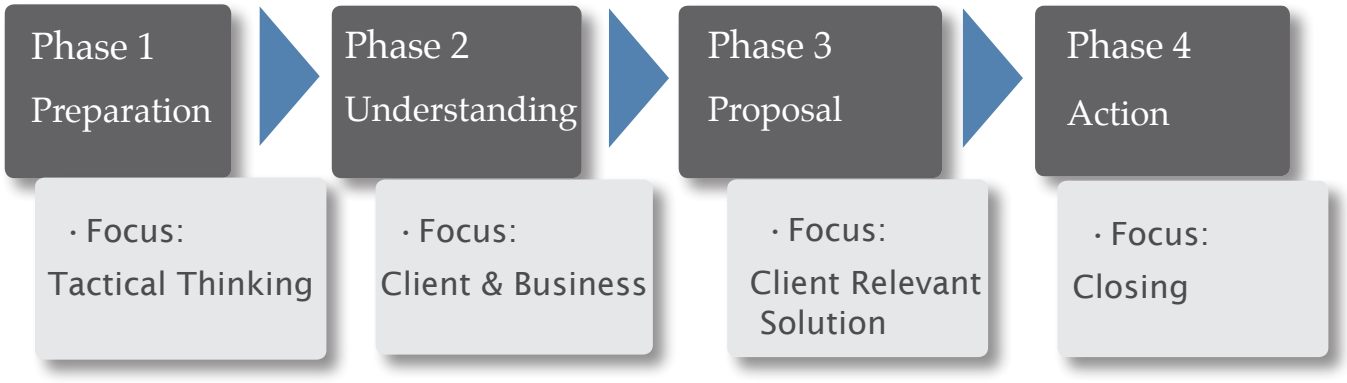
This **two-day** intensive, experiential program is designed around real-life situations. The practice and role plays are based on products and situations that sales people encounter in their daily reality.

It includes a preparation meeting with the organization in order to understand the sales situations the sales people deal with, their main challenges and specific needs.

## Target Audience

This program is designed for experienced sales people and for managers who need to improve negotiation skills.

## Training Outcomes

- Integrate a radically new selling approach based on the **N.E.W.S.™** Model
- Acquire an advanced, customer-focused technique
- Customize the sales process according to customer values, preferences and priorities
- Articulate the value of solutions to the customer

## N.E.W.Sell™ Phases