

# Sales Kick-Off 2011: What do you have planned?

**We're already in the last quarter of 2010.** Every senior sales executive is working diligently to ensure their organization maximizes its sales contribution. Have you given any thought to your organization's 2011 Sales Kick-Off? It will be here before you know it - less than three (3) months away! Will it simply serve to introduce new products? Maybe a compensation plan is being changed, or are activities aimed at strengthening the cohesiveness of the team? What about improving the sales skills and effectiveness of your sales team?

*What if there were a way, while you've gone to the expense of bringing everyone together, that you could spend just one day addressing the sales skills and performance deficiencies that you have observed in your sales team? What if your sales team could obtain an instructor-led refresher on those areas within CustomerCentric Selling® where they feel they need help and could learn how to address those reoccurring sales issues and difficulties that they are continually facing?*

CustomerCentric Selling®

**REFRESHER:**

“What do you do when...?” to the Rescue!

If you are unsure of exactly what they want or need other than a 'refresher', then this is exactly where this workshop provides value. The intention of the CCS™ Refresher Workshop is to address *your performance observations* and allows your salespeople to tell us (in advance) what is most important to them, align with their specific interests, and allow the CCS™ Instructor to focus on those issues that give them the most difficulty and encourage them to conclude how to address their own selling issues through the application of CustomerCentric Selling® and its Core Concepts. The workshop content consists of lecture, group discussion, skill-practice and in-class exercises where applicable. It's a packed day! Salespeople who have attended leave with a better understanding of their sales process, refined skills, and a refreshed approach to their territory and opportunities that will help significantly move the needle on your organization's sales performance early on into the new year.

**Want to add this one-day, semi-custom workshop to your 2011 Sales Kick-Off agenda?**

If you would like to add this to your agenda, please contact your CustomerCentric Selling® professional immediately. First quarter dates fill up fast! If you'd like more information about us, please visit [www.customercentric.com](http://www.customercentric.com).