

The Clinic[®]

The Clinic for Sales Professionals[®] is a prescriptive online learning experience designed to correct the weaknesses that are diagnosed in the learner's assessment, The Checkup for Sales Professionals[®], and The Checkup for Sales Management Professionals[®]. Because of The Checkup[®], the salesperson begins The Clinic[®] with a clear understanding about which areas will be especially important to concentrate on during the learning experience itself.

Thirty-seven learning activities are based on actual workshop sessions that result in measurable improvement in relationship selling skills. Depending on the number and severity of relationship selling skill problems identified (The Checkup[®]), these learning sessions were responsible for sales production increases of 20-150%.

At the online Clinic[®], sales professionals will meet three principals who become their personal guides and coaches during clinic visits. Doctor Sam, Professor Lola and Guy help make learning come alive, producing a "field-real," interactive experience that other online learning programs do not deliver. The Clinic for Sales Professionals[®] includes:

- Treatment for the most serious early warning signs uncovered in Vital Organs and Myths sections of The Checkup[®]. Doctor Sam helps the learner fix weaknesses in Myths, Decision Making Dysfunction, Enlarged Approval Gland, Attention Deficiency, and Financial Paralysis
- New techniques that are essential to achieving high levels of relationship selling ability. Professor Lola explains new concepts: Counter Questioning, Reverse Psychology and the Art of Introductions
- Work on the relationship selling process itself. For proper alignment, the salesperson's process must match the prospective client's decision-making process. It is called the client-centered system, and it is essential. There are seven steps in the process, corresponding to seven stations in Guy's Fitness Center
- Conditioning ensures that the sales professional can cultivate and strengthen strong relationships with prospects and clients. In this five-part section, the salesperson learns how people process information and how to identify a person's leading (core) behavior style. This helps the salesperson know how to adapt his or her style accordingly.

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The CLINIC[®] includes a combination of self-directed learning, coach-assisted implementation sessions and group collaboration to offer a complete blended learning process. Learners move through the Clinic[®] in a progressive fashion to improve the effectiveness of their client-centered selling skills.

Orientation:
Introduction to Client-Centered Selling[™]

Level 1:
Personal Approach & Beliefs

Level 2:
Selling Techniques

Level 3:
The Selling Process

Level 4:
Client Relationships

Sales professionals who move through The Clinic[®] find helpful quizzes to check their understanding and assignments that help them translate learning into daily activity. Internal coaches and managers are equipped with coaching review guidelines to help Clinic[®] participants apply their new skills to their specific role in the organization.

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