Lean Selling – Having A Systematic Approach to Sales versus “Winging it”

written by Lauri Moon | March 3, 2025



Lean Selling

Having A Systematic Approach to Sales versus “Winging it”

(6-hour, in-person, State College, PA)

This program starts in:

Are you wasting time with prospects who will never buy? Have you ever shared valuable expertise only to have it used to shop around for a better deal? Do you find yourself investing time, resources, and effort into proposals that lead to a frustrating “Let me think it over”? If price objections are a constant battle, or you feel like you’re making the same selling mistakes over and over, you’re not alone. Many manufacturers take great pride in producing high-quality products and

implementing lean manufacturing practices. But what about your sales process? Isn't it time to apply the same disciplined approach to your selling efforts?

Register

Register now for only $329 per person!

Learning Objectives:

- Understand the "Buyer's System" and develop strategies to avoid it
- Avoid the pitfalls of becoming a "Free Consultant" by positioning yourself as a trusted advisor
- Assess and determine the viability of sales opportunities quickly
- Identify and eliminate behaviors that contribute to stalls and objections in the sales process

Course Outline:

- Introduction
- Why companies that follow a systematic selling process sell 15% more
- The Seven Step Sandler Selling Process and how to adapt it to your company and market
- Uncovering the prospect's budget
- Finding "compelling reasons to buy" from YOU versus your competition
- Repeatable and duplicatable sales processes that allow you to learn both from your victories and losses
- Pre-briefing a sales opportunity to raise the chances of a successful call
- Closing comments and Q&A

Who Should Attend:

Business Owners and Company Presidents, Sales Leaders, Salespeople, Technical people that touch the sales opportunity, Estimators

Why You Should Attend:

Attending this training will enable you to:

- End selling disappointments by changing your approach from hit and miss to **close** and **win**.
- Change unpredictable sales results by recognizing **new opportunities** through **new clients** instead of a few clients with risky buying habits.
- Learn to **sell with confidence** and consistency instead of blind ambition.
- Stop leaving sales to chance – **close more** deals with confidence.

Register

Register now for only $329 per person!

About the Presenter:



After 16 years in sales and sales management, John Moore and his family moved to Central Pennsylvania and founded Moore Power Sales in 1995. John has a strong passion for helping clients avoid the many pitfalls and unnecessary struggles he experienced in the corporate world. By powerful and personal evaluations, training, and coaching, John helps true professionals access their unique talents and reach higher levels of success in a shorter time. John has brought world class strategies to Central Pennsylvania allowing local companies to have access to powerful help and reinforcement in their backyard, which is typically only available to the "big boys."

Click to check out IMC's What is Lean Selling & Why Does it Matter Blog!