

SPRINT SELLING™

The future of selling is agile



Introducing Sprint Selling™, an agile selling methodology that helps you and your sales team understand buyers' changing needs and act quickly to win.

Richardson is proud to unveil the most innovative, forward-thinking sales methodology in the market today. It is a game-changing approach to sales standing on the shoulders of two of the most powerful selling approaches ever to exist: Solution Selling and Consultative Selling. This new methodology distills more than 40 years of experience into a single effective program to increase win rates, reduce cycle time and drive revenue.

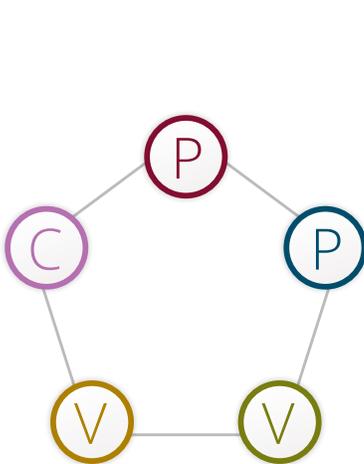
Buying isn't linear, so neither is selling. Sellers need to know and execute the critical actions that drive momentum and win deals. Designed with an innovative vision for the future of selling, Sprint Selling™ delivers clarity—and empowers every seller with the confidence to know what to do, when, how, and why.

Program Learning Objectives:

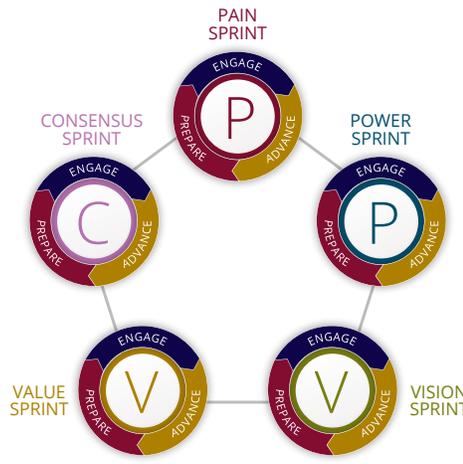
- Effectively drive consensus, manage stakeholders, and mitigate risk
- Avoid traps by staying focused on the right activities at the right time
- Apply techniques for quantifying value and differentiation of your offerings
- Apply agile selling skills to improve customer conversations
- Apply techniques and tools to qualify opportunities and track opportunity strength
- Apply behavioral science-based techniques to increase persuasion and drive sales momentum
- Learn to create a Collaboration Plan that leads customers through the buying journey and avoids delays
- Gain access to stakeholders higher and wider in the customer organization

After years of volatility and massive change in the buying/selling landscape, it's time for selling to hit its stride. Buying is fraught with risk that incites emotion that can stall or kill the deal. To win, sellers must build trust and confidence in the decision to buy in a world where customers are highly skeptical and risk adverse.

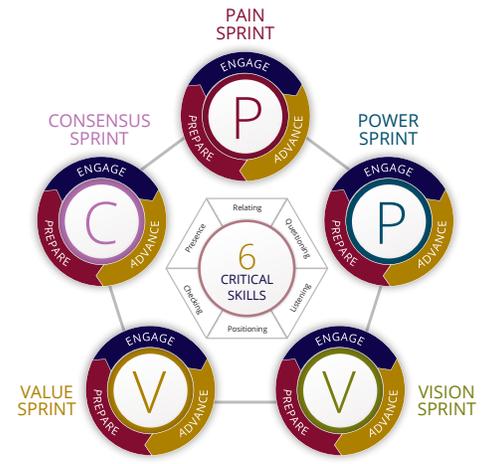
Sprint Selling™ balances the need for prescription and agility by teaching the critical actions sellers need to take to drive a deal forward and an agile method for executing them in collaboration with buyers.



OPPORTUNITY VITALS
An objective set of criteria to measure progress. The Opportunity Vitals are pain, power, vision, value, and consensus. Opportunity Health is a way to measure the strength of each vital.



SELLING SPRINTS
Selling Sprints are short bursts of activity that revolve around key moments in customer conversations. Each sprint should result with a mini close.



AGILE SELLING SKILLS
These critical selling skills give sales professionals the power and agility to execute consultative, buyer-focused conversations.

Delivery Options

Choose between scheduled, instructor-led sessions or flexible blended learning to best deliver the program to your teams.



VILT or in-person sessions with a Richardson Sales Performance facilitator



Blended learning experience via Richardson Accelerate Sales Performance Platform



Virtual and digital learning assets are supported in the flow of work with CRM-enabled tools

Richardson is how leading sales organizations around the world are getting better results from their investment in sales training. For far too long, companies have had to deal with a big disconnect between their training and their actual sales strategy, culture, systems, and customers. To make real change happen, you need more adaptable content so you can build agility with a wider range of relevant capabilities. You also need more useful technology that integrates with your CRM and helps your reps get better deal by deal. And you need more visible progress with helpful metrics connected to your systems so you can see in real-time how your reps are impacting business outcomes. That's why industry leaders all rely on Richardson. And it's how our clients find more customers, win more opportunities, and grow their most strategic accounts.

Richardson | This is where it gets real™

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