

## SPRINT SELLING

# The future of sales 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 Sales Performance 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 and tools to quantify opportunities and track opportunity strength
- Apply behavioral science-based techniques to increase persuasion and drive sales momentum
- Apply techniques for quantifying value and differentiation of your offerings
- Learn to create a Collaboration Plan that leads customers through the buying journey and avoids delays
- Apply agile selling skills to improve customer conversations
- Gain access to stakeholders higher and wider in the customer organization

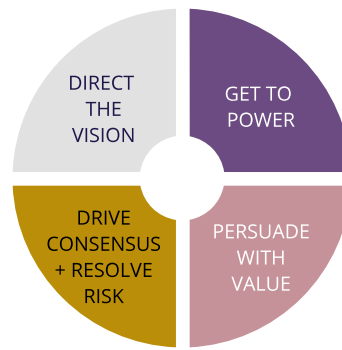
After years of volatility and massive change in the buying/selling landscape, it's time for selling to hit its stride. Buying is fraught with risk that incites emotion that can stall or kill the deal. To win, sellers must build trust and confidence in the decision to buy in a world where customers are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

Sprint Selling™ balances the need for prescription and agility by arming sellers with a formula for success and the ability to execute it. This program teaches the critical actions sellers need to take and an agile method for executing them that includes:



## Selling Sprints

A sprint is a burst of activity that revolves around key moments of conversation with the customer. Each sprint should result in a mini close.



## The Four Drivers

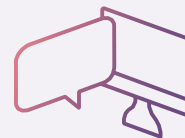
The Four Drivers are the goals that guide your customer interactions and drive progress in the opportunity towards the close.

## 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

## Let's get moving

To discuss more about how we can equip your sales team with a modern and agile sales methodology to understand buyers' changing needs and act quickly to win, contact us:

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