

# A next-generation client-engagement and sales-effectiveness training programme

## The IOWEU™ approach to Better Buyer Relationships™



### What clients say about the IOWEU™ Better Buyer relationship programme

*“The tools provided by IOWEU have provided a framework from which we developed the adidas’ customer relationship strategy and assisted in the development of “best-in-class” sales professionals.”*

*“Lifts the lid on manipulative sales approaches and shows how to build long term trusted relationships that deliver greater value to all.”*

*“If your organisation relies on deep and sustainable relationships to drive profits, then applying these methods will undoubtedly contribute to better performance.”*

### How to grow sales by building trusted relationships

**Building trusted buyer relationships by delivering value in every interaction provides enduring differentiation. Client conversations that focus on meeting the client’s actual needs outperform just selling what you’ve got.**

Salespeople using the old sales approach find it difficult to differentiate themselves from the opposition. And in the absence of clear differentiators, buyers will revert to the lowest common denominator: price.

The IOWEU training programme, based on the best-selling book *Smarter Selling* (2007, 2011) equips participants with 21st century tools and approaches to escape from the price trap.

Lift the quality and level of the relationship by listening and challenging, rather than telling and selling. Engage with value-buyers, rather than wrestling with deal-hunters.

### The IOWEU programme will build the confidence of your teams to:

- Differentiate your company from competitors
- Interact at all levels as business partners
- Increase your share-of-wallet
- Cross-sell products and services
- Decrease time spent on writing proposals
- Increase the win-ratio on the proposals you do write
- Improve client retention
- Achieve better internal collaboration
- Make your meetings your client’s most valuable hour of the week

### Programme content

- Identify which relationships to invest in and how to do it
- Quickly build mutual understanding and establish trust
- Focus on and deliver value in every conversation
- Position your ideas and offerings for maximum impact
- Collaborate and gain commitment to move forward
- Proprietary tools, templates and process to support implementation

### Programme format

- The format is flexible, but is usually delivered over two days with modules of varying length to fit different requirements
- Workshop sessions are interactive and include behavioural analysis, practical examples, role-play and case studies
- Post-workshop reviews and coaching can be provided to support implementation

### Programme delivery

- IOWEU International has established a network of accredited affiliates in over 26 countries
- The Consultant Powerhouse with its team of experienced facilitators is accredited to deliver IOWEU across Africa
- **Contact us to discuss your needs on 011-234-6127 or at [training@theconsultantpowerhouse.co.za](mailto:training@theconsultantpowerhouse.co.za)**



