



ILT 3 DAYS

# MAXIMIZE- Value Selling

**PRE-REQUISITES**  
Complete HBDI thinking preference survey (takes 30 mins)

**Top B2B performers identify sales opportunities, recommend solutions that solve customer challenges, and achieve customer outcomes and while building trusting relationships.**

The MAXIMIZE program breaks down the winning strategies of these top performers and instills the mindset required to implement them.

**AUDIENCE**  
Salespeople who engage with customers and stakeholders

This program takes a unique Whole Brain® approach to enhancing business development, communication, and selling skills while fostering a mindset shift that prevents participants returning to old habits, ensuring lasting impact.

**DURATION**  
Three days

Participants apply their new skills to real account opportunities for immediate, practical results.

**DELIVERY**  
ILT

(Blended also available on request)

## COURSE OUTCOMES

- Adjust your message based on a customer's communication style
- Engage customers with a consultative mindset, addressing their needs holistically
- Enhance customer value by mastering consultative communication techniques
- Leverage a discovery process to identify and prioritize customer needs and uncover opportunities
- Build urgency and speed up customer decision making
- Minimize discounting pressure by emphasizing solution value
- Establish yourself as a credible and valuable resource to customers
- Accelerate customer decision-making by clearly demonstrating value
- Craft and deliver solutions in the most compelling and persuasive way
- Reduce the time taken to plan meetings, presentations, and other persuasive communication to maximize efficiency