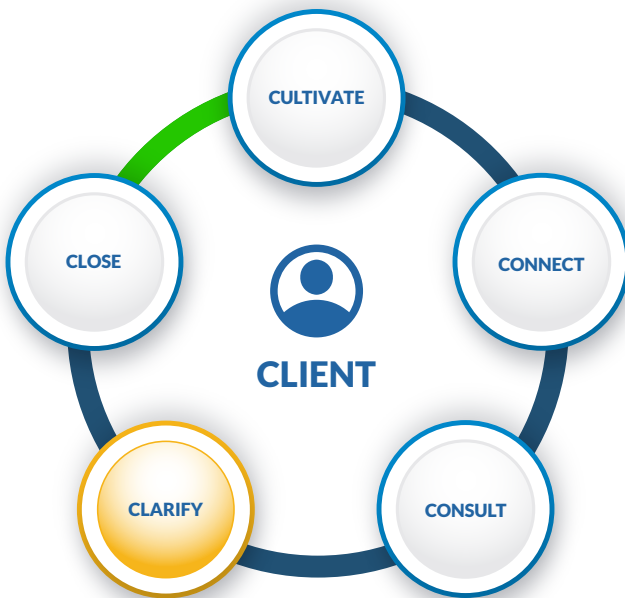


World-class sales organizations have one thing in common: they are consistent yet flexible with how they interact with their clients. These organizations align to the behavioral patterns and preferences of their clients rather than their agenda. They are also experts in navigating the client consultation to co-create the right solution. Velocity's proprietary sales methodology acts as both a model for a productive sales conversation and a structured approach to the total client relationship.



Participants will leave this interactive workshop equipped to maximize every interaction and relationship with a new understanding of how to:

- Leverage best-practices to acquire new client meetings and deepen existing relationships
- Determine CORE goals for client interactions that advance relationships
- Create a personal toolkit for consulting with clients based upon three effective techniques
- Develop and deliver a sales value proposition tailored to each client
- Recognize obstacles in the sales process and identify strategies to overcome
- Learn the art and science of closing the opportunity
- Embrace the impact of effective follow-up

Clients who have implemented this methodology have (on average):



78% of participants surpassed their peers in revenue



100% of participants who completed the workshop surpassed their peers in overall annual growth targets



The cohort participants increased new producer growth by **28%**



After participants have completed the 5Cs workshop, we round out the learning experience with Practice Management. This workshop encompasses a closer look at how to effectively manage time, build deeper relationships, and focus energy on what drives real results.

WANT TO LEARN MORE?

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