



**FLUME**  
SALES TRAINING

# Selling in a crisis

Coronavirus / COVID-19

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# 1 Selling in a crisis

3 x 1-hour Impact Workshops



## IMPACT WORKSHOP SERIES - £25 PER WORKSHOP

Business as usual is a distant memory. Your job seems almost impossible. But now more than ever you need to find ways to be effective in your role. These 1-hour webinars will give you immediately actionable strategies so you can add value and stay productive during this time of crisis.

Each webinar will guide you through the three core approaches for creating and building strong client relationships. We will deep-dive into exactly what your client needs from you and give you game-changing and easy to use tools and templates so you can get started right away.

## 1.1 IMPACT WORKSHOP: CONNECTING WITH CLIENTS

### OVERVIEW

This crisis is having a profound effect on everyone. Anxiety and uncertainty are dominating our professional and personal lives in equal measure. Our usual 'hierarchy of needs' has been completely re-arranged. This provides an unprecedented opportunity to connect with clients on a very human level. Supportive and collaborative partnerships built during this extraordinary time will create positive outcomes over the lifetime of your client relationship whilst getting it wrong could cause real and permanent damage. The stakes have never been higher.

### CONTENT & OUTCOMES

#### During the session we will explore:

- How to get your clients meaningfully engaged with you
- How to be 100% relevant to your client in every conversation
- What questions to ask to powerfully connect with your clients right now

**Outcome: Immediate and long-lasting engagement from clients and prospects**

## 1.2 IMPACT WORKSHOP: TAKING THE LEAD

### OVERVIEW

Clients are looking for a way to navigate these uncertain times. The importance of a purposeful and meaningful sales experience has become more important than ever before, while generic, 'salesy' approaches will have zero cut through.

### CONTENT & OUTCOMES

#### During the session we will explore:

- Why your clients need you to exist right now and how to clearly communicate this
- Learn how to positively disrupt your client's thinking around the crisis and how to act
- Develop powerful approaches to take the lead in the conversation and convey your stance to the client

**Outcome: Dramatically increased client buy-in to your sales relationship**

## 1.3 IMPACT WORKSHOP: MAKING CONVERSATIONS WORTH PAYING FOR

### OVERVIEW

With so much uncertainty and stress in our working lives right now our priorities and focus have narrowed. The last thing clients want to do is waste time and attention on activities that won't help them survive these challenging times - so speaking to salespeople has just fallen even further down their list of priorities. You need to be able to offer clear value to your clients if you want their precious attention.

### CONTENT & OUTCOMES

#### During the session we will explore:

- What is genuinely valuable for your clients right now and exactly where to target your conversations
- introduce a powerful story telling model to add into every conversation
- Examine how to become a linked-in guru to create and drive new and existing relationships

**Outcome: Dramatically increased client buy-in to your sales relationship**