



The most complete
update on B2B selling
strategies in years.



P3 SellingSM

THE ESSENTIALS OF
B2B SELLING SUCCESS

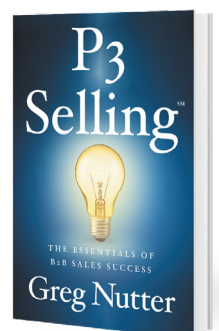
P3 SellingSM is an easy-to-follow, prescriptive framework that describes what B2B sellers need to do to achieve consistent sales success. Workshop participants will develop a deep understanding of the three most critical B2B selling elements - elements sellers must consistently focus on to be successful.

While primarily centered around sales strategy, the workshop also introduces several non-manipulative but highly useful techniques that benefit many client interactions. What's missing is the complexity and unnecessary jargon typically found in other sales-training programs.

Powerful, proven strategies for today's B2B seller

Based on the best-selling book, *P3 Selling*, the workshop is a highly interactive program that features a series of lectures, exercises and discussions that lead participants through the following topics:

- What is consultative B2B selling and why traditional sales approaches fail;
- The importance of focusing on business problems and opportunities;
- Why all problems and opportunities are not created equally;
- The different kinds of selling questions and how best to use them;
- Why it is critical to address the full range of people involved in a sale;
- How individuals and companies make buying decisions and what selling strategies work best;
- The best practices in managing a sales call and strategizing a sales opportunity.



How Your Company Will Benefit

By learning and applying the P3 Selling concepts regularly, participants will experience:



Greater self-confidence in their knowledge and ability to navigate today's complex B2B selling environment;



More success in winning deals, receiving referrals, making money, and getting promoted to senior sales or sales management positions; and



A more profound sense of personal satisfaction resulting from having more control over achieving their goals versus hoping for a lucky break.

P3 Selling also provides companies with a comprehensive consultative selling methodology enabling them to manage their teams more effectively.

Organizations that utilize formal sales management processes report higher participation rates, increased sales, greater revenue predictability, and better customer experiences.

Who Should Attend

For those new to B2B sales or business services consulting, P3 Selling offers a practical and easy-to-follow selling approach that can be used right away to start achieving results. For tenured professionals, it provides a refresher on the most important best practices that brought them success earlier in their careers. It is also highly recommended that sales leaders attend with their teams so they are able to effectively coach and reinforce the key concepts.

Whatever experience level, P3 Selling provides a valuable set of concepts and tools that can be used on an ongoing basis, particularly when faced with challenging sales situations.

Delivery Options



P3 Selling is conducted as a two-day instructor-led workshop for between four and fifteen participants. The workshop can be delivered in person, virtually, or as a hybrid program.

About Your Facilitator

Greg Nutter is the author of the Amazon Best-Selling Book, "P3 Selling: The Essentials of B2B Sales Success".

With over thirty-five years of experience, Greg has worked with a wide range of companies to develop strategies, programs, processes, and tools to grow revenues, enter new markets, increase sales consistency, maximize selling investments, and develop skilled sales, channel, and management personnel.

He has also coached and trained over 1,000 sales professionals and offered his expertise on a wide range of sales, sales management, and channel management topics through hundreds of executive briefings, interactive workshops, and keynote presentations throughout North America, South America, Asia Pacific, and Europe.



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