

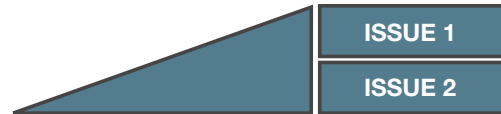
PERSONALISED TRAINING SYSTEMS

Relationship Selling Process

1

Screen of Interest /
Your Sales Approach

2



Develop the 'need' GAP

3



Situation FUNNELS

4

FAB your
Competitor

FAB your
Product

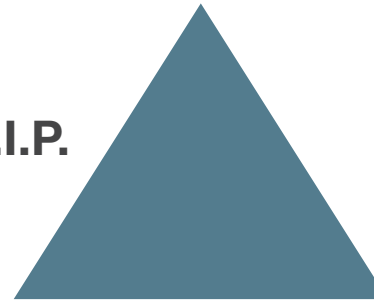
Closed Leading
Questions

Questions from Funnel 1 and Funnel 2

5

S.I.P.

S.I.P.



6

Gap Commitment

Currently your issues causing

What you need is

If we can will you