



## Course Outline : P.R.I.S.M. SOLUTION SELLING

10 Interactive Courses

Duration recommendation 12 weeks.

### Course 1: The P.R.I.S.M. Sales Model

- Solution Selling Introduction
- 4 Guidelines
- P.R.I.S.M. Model
- P.R.I.S.M. Workshops

### Course 2: P.R.I.S.M. Vertical Market Analysis

- Vertical Markets
- P.R.I.S.M. Vertical Market Analysis
- Account Planning
- Account Status

### Course 3: Finessing the First Meeting

- P.R.I.S.M. Discussion Document
- Introducing Unique Value Statement
- Developing Rapport
- Identifying Chronic Problems

### Course 4: Control the Meeting Agenda

- Introduce the Meeting
- Customer's No1 Priority
- P.R.I.S.M. Reporting System

### Course 5: P.R.I.S.M. Needs Analysis I

- Issues may have but don't want
- The Relax Stage
- Responding to Questions
- Measuring Pain Levels

### Course 6: P.R.I.S.M. Needs Analysis II

- Disturb Stage
- Pain Stage
- High Gain Questions

### Course 7: P.R.I.S.M. Needs Analysis III

- Relieve Stage
- Results may want but not have
- Need Satisfaction Questions

### Course 8: Advance Account Development

- Advancing Account Development
- Advancing v Supporting Objectives
- Maintaining Control of Account Development

### Course 9: Explore Solution Options

- The Process
- Preparation
- Explore Solution Options discussion

### Course 10: P.R.I.S.M. Finalising Strategies

- Collaborative Negotiation Strategies
- Avoiding Quote & Hope situations
- P.R.I.S.M. Pre-Proposal Presentation
- P.R.I.S.M. Providing Price
- P.R.I.S.M. Solution Demonstration