



How to Close Better Business Faster

Selling to Sourcing

What You'll Learn

You'll get the enhanced skills and knowledge necessary for building a bridge of collaboration between you and your client's sourcing people. You'll go behind the scenes with insiders to look at sourcing processes, personnel, motivations, and more. You'll learn about the inner workings of sourcing departments, the 4 profile types of sourcing organizations, common sourcing metrics, and building better relationships. As a result, you'll be positioned to reduce sales friction, improve your close rate, and shorten the sales cycle - which helps you close better business faster and make more money!

Is This Workshop for You?

If you are a sales professional who sells to enterprise customers and you want to close better business faster and build a better relationship with Sourcing people, this Workshop is for you!

Skills, Tips, and Insights You'll Leave With

- How to sell the "Why" to Sourcing
- How to integrate Sourcing into your sales strategy
- How to improve your relationships with Sourcing professionals
- How metrics such as value creation and savings drive Sourcing
- How to work with the Sourcing professional to eliminate the "Sourcing Roadblock"
- How to leverage the Sourcing professional's relationship within the business units
- How to build the bridge of collaboration to increase your effectiveness with Sourcing
- The terminology used by Sourcing
- The purpose of the Sourcing organization
- The difference between a true "no" and a fake "no"
- The tools Sourcing uses to gain negotiation leverage
- The issues that are important to a Sourcing Professional
- The questions to ask and the value in qualifying the Sourcing Professional
- The time of year value creation and savings are most beneficial to Sourcing
- The 4 distinct profiles of Sourcing organization (and how to work with each profile)

Workshop Length and Delivery Model

1 day of live training conducted at your site...at your convenience

1 day of live webinar-based training

6-part recorded webinar (approximately 7.0 hours)



No Hagggle/No Hassel Pricing

\$9,500 USD for live training conducted at your continental US site (all travel and other expenses included); contact us for pricing outside of the continental US

\$8,000 USD for live webinar-based training

\$6,500 USD for the 6-part recorded webinar (with unlimited viewings for 1 year)

Contact Us Today to Schedule This Workshop

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