



Taking a strategic approach to the Selling Process

Why should your sales & marketing teams use the FairXChange Approach?

Traditional selling is based on techniques and training which often leads to the pushing of customers into a sale. FairXChange breaks the mould in creating a more sustainable and profitable business based on building better relationships with customers by:

- taking a strategic view of the total sales process for both the company and customer,
- bringing the customer into the process at the start to clearly establish the common ground where both parties benefit from their relationship,
- understanding each customer's unique situation,
- coordinating all of the contacts made between the seller and the customer,
- delivering on what's been promised to customers,
- following through with the customer after the sale has been made.

FairXChange is a more effective selling approach for your business and customers.

How do you learn and apply FairXChange?

A practical Workshop is the ideal way to learn FairXChange where the customer's experience of the sale is brought alive through examples, case studies, photographs, videos, stories and other real-life, practical tools. In addition, managers can learn FairXChange from other methods such as 1 to 1 coaching and train the trainer. To ensure that the full benefit is gained from FairXChange, ongoing support is available through in-house clinics, coaching, best practice sharing and mentoring.

Who could use FairXChange as part of their work?

The FairXChange approach will benefit the work of any person who has a role which involves the customer, for example, sales, customer marketing and customer service.

How does your Sales function currently work?

We understand that many businesses appreciate an objective review of their sales function before introducing a new approach to selling. We are very experienced in providing cost-effective 360 degree commercial reviews of the sales and marketing functions within our clients, ranging from small teams to the European division of a multinational business. A 360 degree commercial review provides a clear analysis of the current strengths and improvement areas based on listening to a cross-section of people working in different roles and levels, observing them at work and looking for examples of best practice. We can also listen to your customers as part of the review. Once we have analysed all the information we present the findings in clear visuals, business stories and anonymous feedback to quickly illustrate what's working well, what isn't and with our clear recommendations to move forward.

For more information on the FairXChange Approach please contact:

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The FairXChange Approach, selling the way you would want to be sold to