

# The Counselor Salesperson: eCSP Mini-Modules



For over two decades, Wilson Learning has been leveraging technology to deliver online learning solutions for customers around the globe. The need for interactive online learning has increased as companies seek flexible new ways to train dispersed workforces, speed up learning and usage, and reach broader audiences. At the same time, technologies have advanced and are more effective and affordable as training tools.

*The Counselor Salesperson Mini-Modules* (eCSP Mini-Mods) provide an interactive online learning experience modeled after our proven course of the same name. eCSP Mini-Mods are designed to help salespeople, sales managers, and sales support personnel gain a practical understanding of a proven, customer-focused sales process that helps them see the buyer's point of view, while introducing skills that move the buyer-seller relationship forward. The flexibility of the mini-modules enables maximum customer application throughout the entire sales organization and supporting functions.

## Common Questions about eCSP Mini-Modules

The concept of online learning appeals to many organizations, yet still involves a myriad of questions regarding development and delivery.

### 1. What do you mean by online learning?

Wilson Learning's online mini-modules use electronic, web-based media to deliver asynchronous learning.

### 2. Why are you calling them mini-modules?

Mini-mods are individual, concise, short learning segments that can be used to prepare learners for workshops, reinforce learning, provide key concept refreshment months or a year later, and support coaching by managers. Mini-mods can also be used as part of a complete online learning session.

### 3. How long are the mini-mods?

Each mini-mod is designed to take approximately eight to ten minutes to complete. Learners can spend as much

time as they like in each mini-mod as they practice skills, with the ability to move around to review. There are a total of 23 mini-mods in the program.

### 4. How do you keep people actively focused to prevent multitasking, a major barrier to real learning?

Wilson Learning has designed the mini-mods to provide a constant stream of engaging learning activities. The mini-mods are short and visually stimulating, focus on core learning, and support immediate application.

### 5. What does the organization need to do differently when implementing your online mini-modules?

We strongly recommend including key stakeholders.

- Executive involvement: This leads to alignment.
- Sales manager involvement: This leads to accountability. It engages managers by involving them in the learning, and enables them to be more effective in their coaching efforts.
- Support resources: This leads to a common language and alignment in supporting the sales process.

### 6. Can these be used in a blended learning solution?

Yes, the mini-mods are designed to complement classroom and virtual learning, either as pre-session preparation or post-session reinforcement. They can be used as a refresher for salespeople who have previously taken the program or used by salespeople who need specific reinforcement or further understanding of specific concepts and how those concepts are applied.

## Mini-Modules



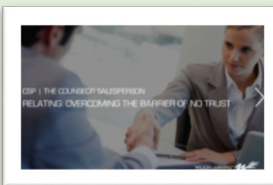
### eCSP Mini-Modules

The complete set of 23 mini-modules



### eCounselor Approach—One mini-module

1. The Counselor Approach to Selling



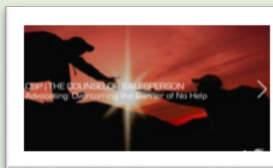
### eRelating—There are six mini-mods in eRelating:

1. Relating: Overcoming the Barrier of No Trust
2. Time and Tension in a Buyer-Seller Relationship
3. Becoming a Credible Resource
4. Purpose, Process, Payoff: Preparing for a Sales Call
5. Showing Empathy: The Ben Duffy Approach
6. Relating Summary: Overcoming the Barrier of No Trust



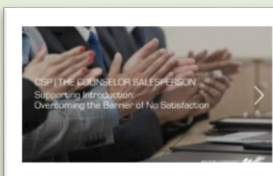
### eDiscovering—There are eight mini-mods in eDiscovering:

1. Discovering: Overcoming the Barrier of No Need
2. Understanding the Customer's Need: GAP Analysis
3. Discovery Protocol: Understanding Buying Influences
4. How to Discover Using Questions
5. Listening for Needs
6. Discovering Business Needs
7. Reaching Agreement with Your Customer
8. Discovering Summary: Overcoming the Barrier of No Need



### eAdvocating—There are five mini-mods in eAdvocating:

1. Advocating: Overcoming the Barrier of No Help
2. Presenting the Value of Your Solution
3. Closing the Sale
4. Turning Buying Objections into Sales
5. Advocating Summary: Overcoming the Barrier of No Help



### eSupporting—There are three mini-mods in eSupporting:

1. Supporting Introduction: Overcoming the Barrier of No Satisfaction
2. The Danger of Indifference
3. Enhancing Customer Relationships, Growing Sales