



# PARTNERSHIP SALES

**NEXT GENERATION SELLING**

ACTUALIZEHK.COM

**An Actualize program**



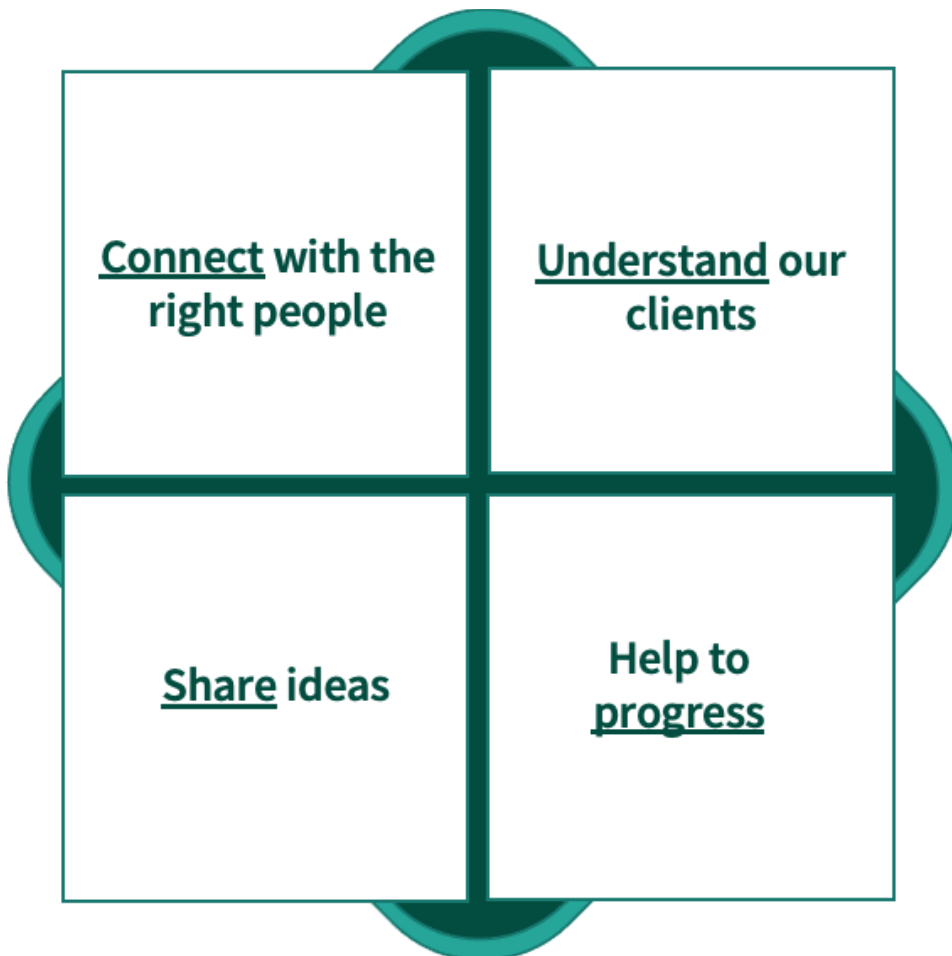
PARTNERSHIP SALES

# WHAT IS IT?

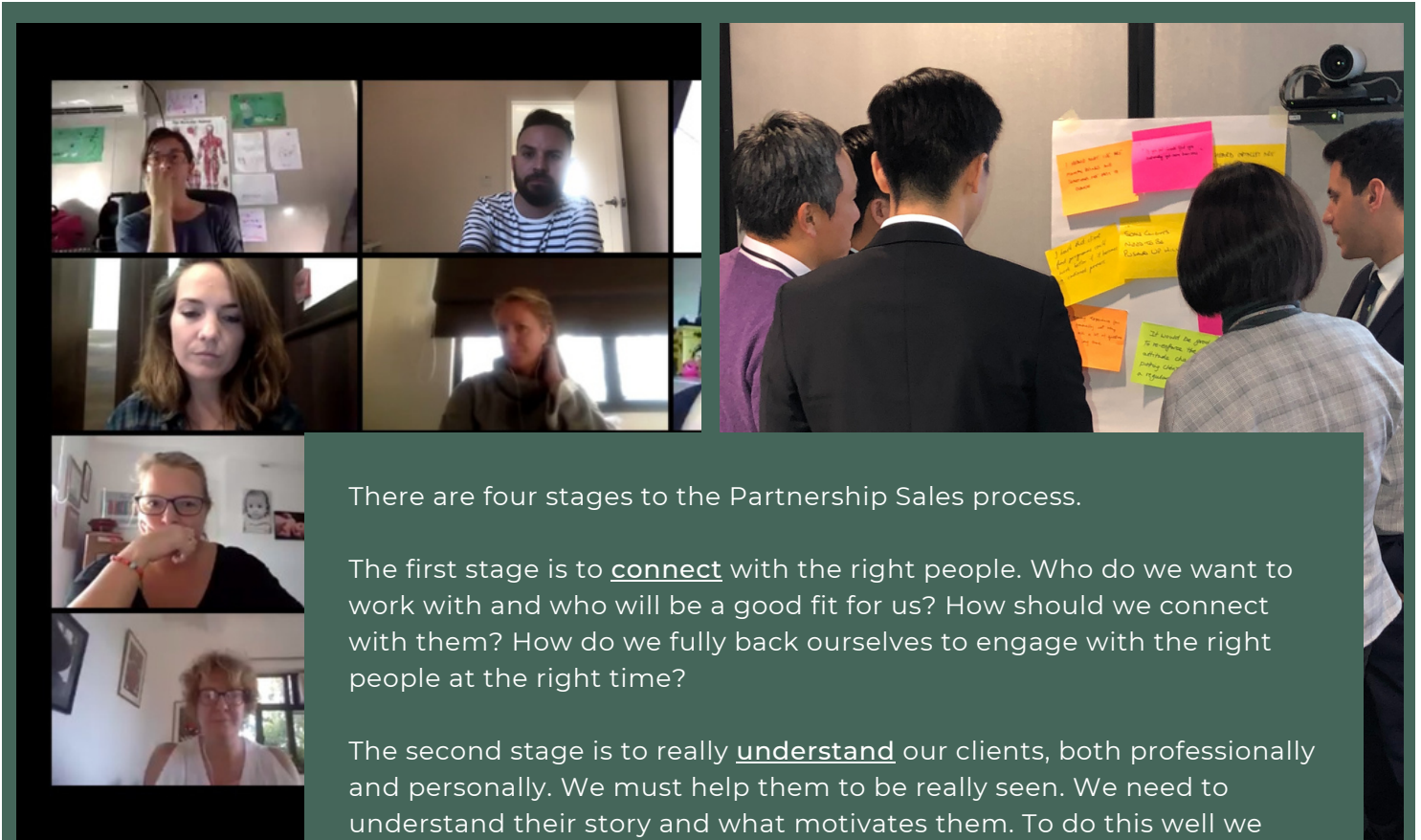


The way people buy today has evolved dramatically. Most sales approaches are outdated. The world has moved on.

Our Partnership Sales program is a four-stage approach to selling from a new perspective. Following our unique CUSP model, it will bring your sales processes up to date.



# WHAT DOES IT LOOK LIKE?



There are four stages to the Partnership Sales process.

The first stage is to connect with the right people. Who do we want to work with and who will be a good fit for us? How should we connect with them? How do we fully back ourselves to engage with the right people at the right time?

The second stage is to really understand our clients, both professionally and personally. We must help them to be really seen. We need to understand their story and what motivates them. To do this well we must really dial up our genuine curiosity.

The next stage is to share ideas and get creative about what they may need. This is a joint process working alongside the client.

The fourth stage is helping the client progress. What issues can we help the client overcome? How can we understand and reframe any blockers, helping the client move forward in partnership?

Delivered virtually or face-to-face, we use professional role players to bring to life business-based case studies that enable participants to learn by doing.



Click the icon to watch the video

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# How is it **Different?**

Drawing on decades of sales expertise, we've devised a next generation selling technique that meets the needs of the customer.

Our unique approach uses professional role players in bespoke business-based scenarios, creating a realistic experience for participants and giving them an opportunity to practice what they've learned.



# What are the **Outcomes?**

Participants in this program will learn the latest techniques in:

- Building trust and genuine rapport
- Effective questioning
- Effective listening
- Establishing needs
- Overcoming objections
- Helping clients make the right decision

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ACTUALISE

# How can you get **Involved?**



## OPTION 01

Four virtual sessions  
consisting of three hours  
each.



## OPTION 02

Tailored programs for small  
groups over four half-days or  
two full days.

# Core Team

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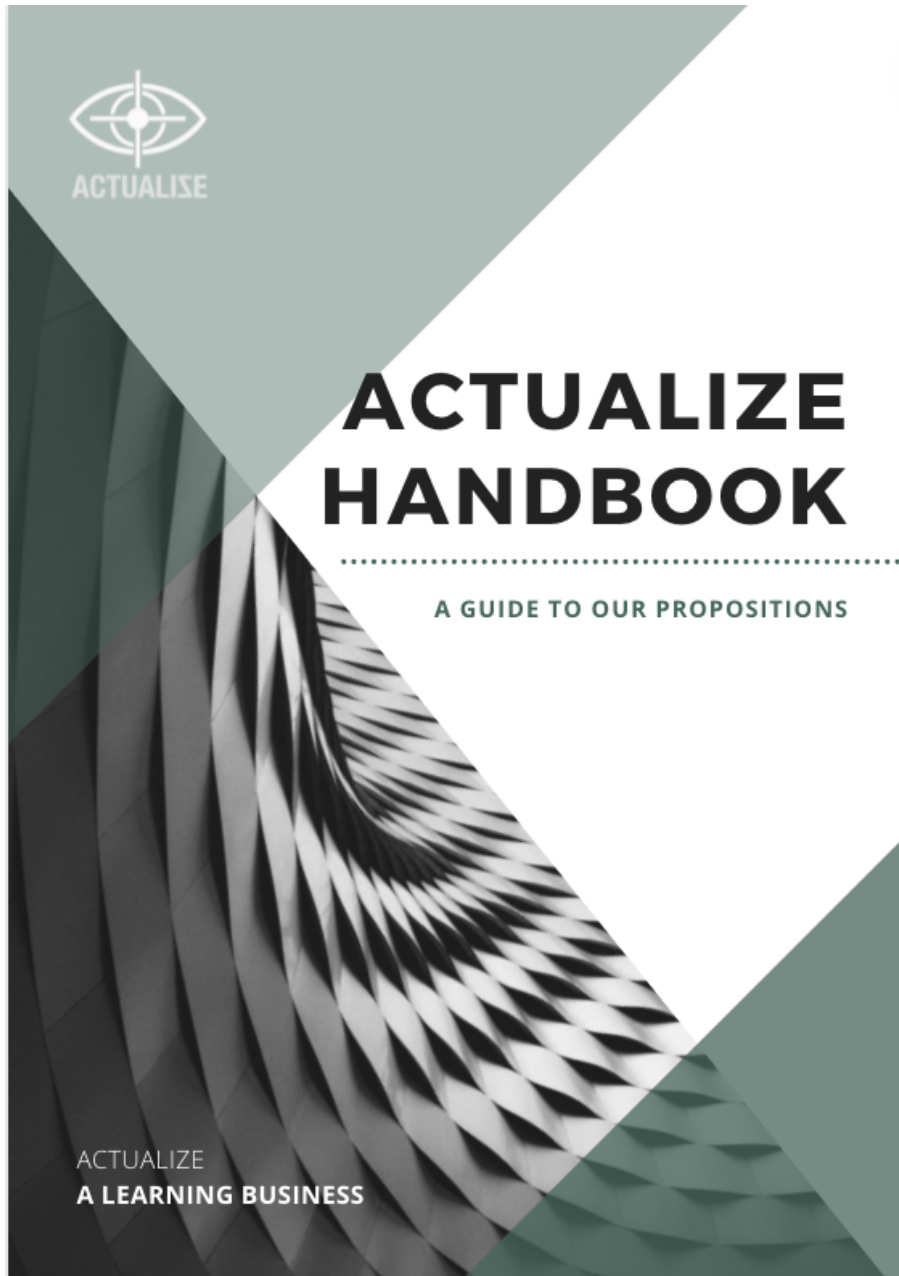
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# Our Handbook

A guide to our programs

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[actualizehk.com/handbook](https://actualizehk.com/handbook)