



# SOCIT Selling

**Shift Mindset. Elevate Skillset. Win on Value, Not Price.**

SOCIT Selling equips sales professionals to move beyond pitching products and into conversations that drive real business impact. This hands-on course blends practical models with live customer scenarios, coaching, and feedback – helping participants have value-driven consultative conversations that build trust and win business on value not discounting.

Before the course, each participant completes diagnostics to assess both mindset and skill. This clarity sparks personal buy-in to shift habits and behaviours, even if it means stepping outside their comfort zone.

By shifting mindset first, then skillset, SOCIT Selling delivers lasting change.

Participants walk away with stronger customer relationships, better-qualified opportunities, and higher win rates.

## COURSE OUTCOMES

- Shift mindset to a consultative and more professional approach
- Establish individual value selling skill gaps and measure improvement
- Approach new customers by recognizing change that signals an opportunity to help
- Position themselves as trusted advisors, not just product experts
- Lead value-based conversations with senior stakeholders
- Identify and explore customer business drivers, not just product needs
- Build stronger relationships through credibility and consultative engagement
- Present compelling, value-based solutions that clearly link to business outcomes and ROI
- Adjust their approach and messages based on customer communication preferences

## PRE-WORK

Profile thinking preferences  
Assess skill capability gaps

## KEY CONTENT AREAS

Skillset & Mindset  
Setting up Discovery Meetings  
Whole Brain Discovery  
Active Listening  
Personal Presence  
Creating Persuasive Responses

## AUDIENCE

B2B sales professionals

## DURATION

2hr Virtual followed by  
2.5 days in person  
(can be run 100% virtual)

## CLASS SIZE

Up to 14 people