

The Differentiation Advantage

“Stop Selling. Start Mattering.”

A joint programme from The Sales Coach Network and Trusted Advisor Associates

Programme Overview

Objective:

To equip sales teams with the mindset, frameworks and skills to become genuinely differentiated, building the deep client trust that accelerates deals, increases win rates and creates lasting competitive advantage.

Typical Challenges:

- Sales teams struggle to differentiate beyond features and price
- Client relationships plateau at vendor level, never reaching trusted advisor status
- Sales cycles are longer than they need to be because trust takes too long to build
- Teams cannot articulate their value in ways that genuinely resonate with buyers
- Individual sellers lack the self-awareness to know where trust is breaking down

Delivery Options

- 2-day in-person workshop
- Virtual or hybrid delivery
- Optional follow-on coaching
- Pre-workshop TQ diagnostic (included)

Our Approach:

This unique programme brings together The Sales Coach Network and Trusted Advisor Associates, combining TSCN's proven Sales Accelerator Method with TAA's world-leading trust frameworks, including the Trust Equation used by over 250,000 professionals worldwide.

Before attending, delegates complete the Trust Quotient (TQ) diagnostic, a psychometric assessment that gives each person a quantified trustworthiness score. They arrive on Day 1 with personal self-awareness data already in hand.

Expert facilitators from both organisations guide hands-on sessions built around real client opportunities, not hypothetical scenarios. Every module builds towards a personal commitment plan tied to specific upcoming conversations your team can act on immediately.

The result: a sales team that does not just know how to sell, but knows how to matter to their most important clients.



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What Delegates Will Learn

Building Personal Trustworthiness

- The Trust Equation
 - » How to use the four variables of trustworthiness: Credibility, Reliability, Intimacy and Self-Orientation, to build authentic client trust that competitors cannot replicate
- Your Trust Quotient (TQ)
 - » How to interpret your personal TQ diagnostic score and identify your single highest-leverage development area
- The Four Levels of Relationship
 - » How to move from vendor to trusted advisor by deliberately expanding both the depth and breadth of client engagement

The Sales Acceleration Framework

- The Sales Accelerator Method
 - » How to apply TSCN's proven 5-stage framework to structure every opportunity, from origination through to growth and defence
- The 7 Sales Accelerator Principles
 - » How to apply seven foundational principles that improve the quality and impact of every client conversation, including the principle grounded directly in the Trust Equation
- The 6 Client Decisions
 - » How to help clients navigate six sequential decisions that naturally drive momentum and reduce unnecessary cycle time
- The 4 Levers of Sales Acceleration
 - » How modest, compounding improvements across win rate, deal size, cycle time and pipeline volume create dramatically greater revenue growth than large improvements in just one lever

Trust in Conversation

- The Trust Creation Process (ELFEC)
 - » How to build trust in real time using a five-step conversation framework applicable to any significant client or stakeholder interaction
- Masterful Listening
 - » How to listen for client values and emotions to simultaneously lower self-orientation and raise intimacy, the two most powerful trust-building levers
- Consultative Value Discovery
 - » How to lead deeper, more client-centric conversations that uncover the real priorities behind stated needs, and build commercial trust in the process
- Redirect and Clarify
 - » How to skilfully steer client conversations away from premature solutions and towards the value that genuinely matters to them

Differentiation and Difficult Conversations

- Name It and Claim It
 - » How to initiate conversations others avoid, building deeper trust by taking calculated relational risks that demonstrate genuine commitment to the client's interests
- Trust Recovery: The REPAIR Model
 - » How to rebuild trust after setbacks and transform trust violations into relationship-strengthening moments
- The Differentiation Advantage
 - » How to articulate your distinctiveness in ways that resonate deeply with clients and cannot be easily replicated by competitors



 **Ready to explore further?**

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