Stop Selling Start Solving™

PROGRAM GUIDE

Growist

Realize Your Revenue Potential.

Unlock Your Sales Potential with Practical, Actionable Learning

At Growist, we know that time is precious for small business owners and individual sales professionals. That's why we've built the Stop Selling > Start Solving program—a practical, self-paced series of courses designed to help you grow your business, build strong client relationships, and close more deals.

The ValueSelling™ Framework: Proven Success

The ***Stop Selling > Start Solving*** program is built on the ValueSelling Framework, a methodology with 30 years of proven results. This framework teaches you how to:

- **Build Trust-Based Relationships:** Connect with clients by focusing on their challenges, not just your product.
- **Uncover True Value:** Learn to identify and communicate the business and personal value of your solution.
- **Drive Results Through Conversations:** Use strategic conversations to position yourself as a problem-solver, not just a seller.

Why Choose Stop Selling > Start Solving?

Our e-Learning courses offer:

- **Practical, Actionable Skills:** Learn strategies you can implement immediately, not just theory.
- **Flexibility:** Access the program anytime, anywhere, and learn at your own pace.
- **Real Results:** Focus on what matters—building trust, increasing sales, and driving long-term growth.

Each course is around 60-70 minutes and packed with tools, practice activities, and reflection exercises that help you apply what you learn.

How the Program Works

1. **Access Anytime:** Learn when it suits you with 100% online courses.
2. **Interactive Learning:** Every course includes practice activities and exercises that help you apply new strategies in real time.
3. **Downloadable Tools:** Walk away with templates, worksheets, and guides to make your day-to-day sales more efficient.

each section has: pre-quiz → module → module → module → final quiz

What You'll Gain

- **Stronger Client Relationships:** Build trust and loyalty by solving your clients' real challenges.
- **Better Sales Outcomes:** Close more deals by learning how to ask the right questions and handle objections.
- **Increased Productivity:** Prioritize high-value activities and manage your time more effectively.

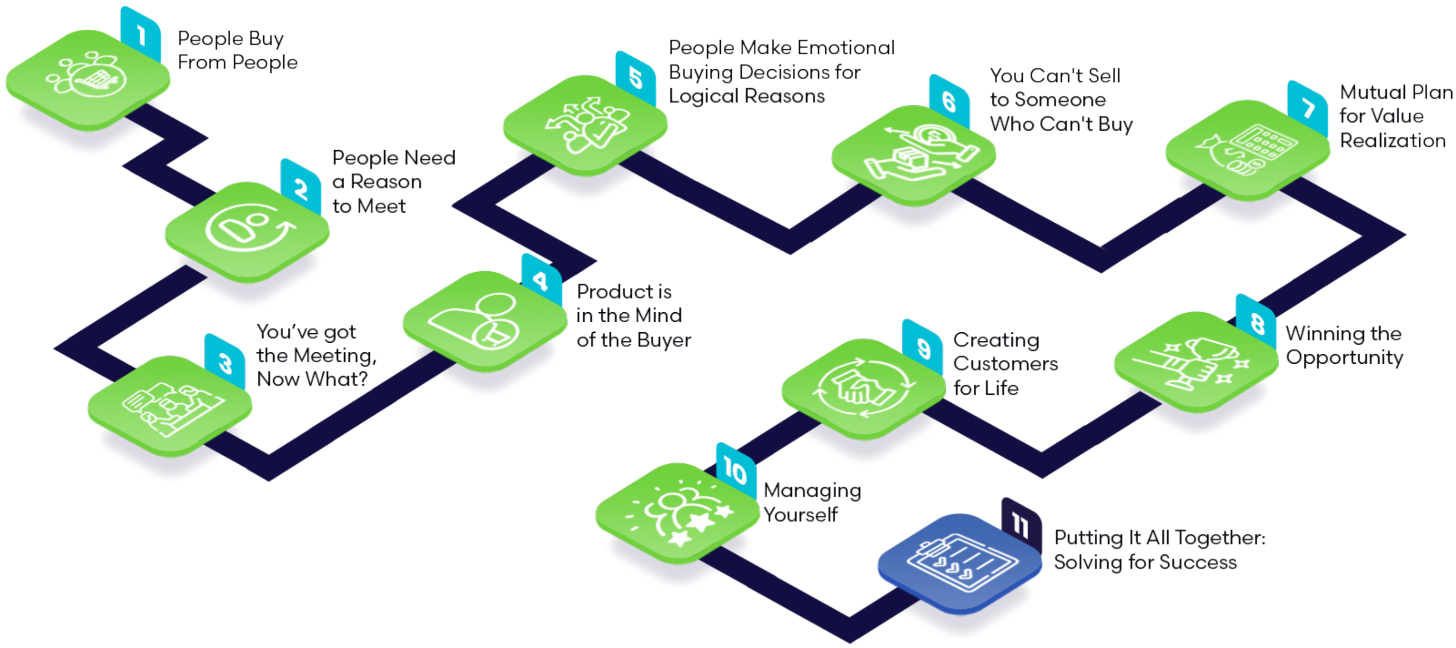
"*Stop Selling > Start Solving*" provides actionable tools and resources that emphasize relationship-building over a product-centric approach. If you're looking for a sales training course that focuses on creating long-term client relationships to maximize growth, this is the program for you."

Veronica Bahn
CEO & Founder of Transform My Social Media

Are You Ready for a Change?

Have you ever felt like you're spinning your wheels, pushing products but not seeing real results? Or maybe you're overwhelmed with too many responsibilities and not enough time to focus on what matters—building strong client relationships and closing deals. The *Stop Selling > Start Solving* program is here to change that. With targeted, self-paced learning, you'll finally have the tools and strategies to focus on what works and take your sales to the next level.

Your Learning Journey



The ***Stop Selling > Start Solving*** program is more than just a set of individual courses—it's a structured path to mastering every aspect of selling. Each course addresses key areas, from building relationships to closing deals, with the final capstone course, Solving for Success, designed to bring everything together. As you progress through the program, you'll develop a holistic skill set that ensures you're fully equipped to succeed in sales.

Sections

1. **People Buy from People:** Develop trust and build relationships that lead to sales.
2. **People Need a Reason to Meet:** Learn to craft tailored messages that capture attention.
3. **You've Got the Meeting, Now What?:** Structure productive meetings that move the deal forward.
4. **The Product is in the Mind of the Buyer:** Shift from product features to solutions that meet the buyer's needs.
5. **People Make Emotional Buying Decisions for Logical Reasons:** Learn how to tap into both emotional and logical buying drivers.
6. **You Can't Sell to Someone Who Can't Buy:** Focus on engaging decision-makers with purchasing power.
7. **Mutual Plan for Value Realization:** Co-create actionable plans that align both you and the client on goals.
8. **Winning the Opportunity:** Master the strategies needed to assess and close high-potential opportunities.
9. **Keeping Customers for Life:** Build long-term loyalty and discover new opportunities within your current accounts.
10. **Managing Yourself:** Stay productive with time management and strategic planning.
11. **Solving for Success: Putting It All Together:** Bring all the core principles together and develop a personal action plan for sustainable growth.

01
People Buy from People

People Buy from People

Duration: 70 minutes

Develop trust and build relationships that lead to sales.

Course Objectives:

This course focuses on building client relationships that are rooted in trust and integrity. Participants will learn practical techniques for organizing their time, actively listening, and targeting the right prospects to maximize their sales potential.

By the end of this course, you will be able to:

- **Optimize Time for Sales Success:** Manage your time using time-blocking and Master Time Allocation techniques.
- **Build Trust Through Integrity:** Develop client trust by demonstrating honesty, accountability, and consistent communication.
- **Develop Strong Client Relationships:** Use active listening and curiosity to foster deeper connections.
- **Identify and Target Ideal Clients:** Define your Ideal Customer Profile (ICP) and create personalized Value Stories for your prospects.

Example Job Aids:

- **Master Time Allocation:** A downloadable tool to help sales professionals track and manage their strategic goals over the coming year.
- **Value Story Template:** A structured guide for crafting Value Stories that resonate with prospects, tailored to their Ideal Client Profile.

Why take this course?

- **Enhance Client Relationships:** Develop skills that strengthen relationships and build trust with clients.
- **Boost Productivity:** Learn effective time management strategies to focus on activities that drive sales success.
- **Tailored Sales Strategies:** Use ICPs and Value Stories to create personalized approaches for your clients, ensuring you address their specific needs.

02

People Need a Reason to Meet

People Need a Reason to Meet

Duration: 71 minutes

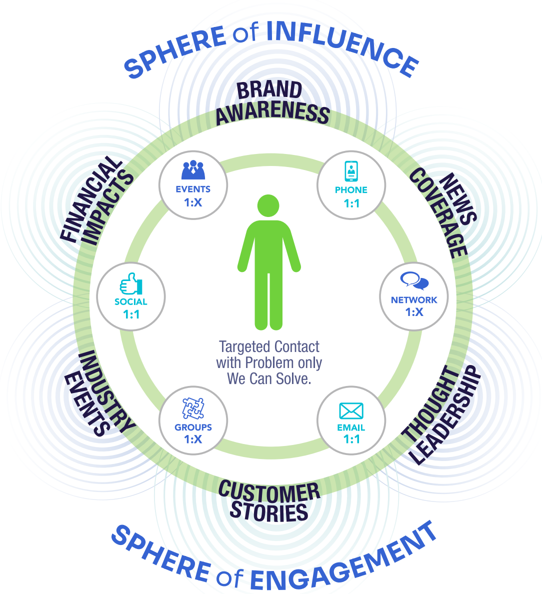
Learn to craft tailored messages that capture attention.

Course Objectives:

This course teaches the essential skills for mastering prospecting. Participants will learn to engage prospects using tailored strategies, increasing the likelihood of booking meaningful meetings by understanding buyer motivations and addressing common hurdles.

By the end of this course, you will be able to:

- **Master Prospecting Challenges:** Stand out in competitive markets, build credibility, and maintain consistent engagement.
- **Leverage the A.I.M. Model:** Use the Anxiety, Influence, and Motivation model to craft compelling messages that drive action.
- **Utilize Multi-Channel Engagement:** Engage prospects across multiple communication channels to improve outreach effectiveness.
- **Avoid Common Pitfalls:** Learn best practices to prevent common prospecting mistakes and keep the sales process moving forward.



Why take this course?

- **Master Prospecting Techniques:** Learn to break through barriers and engage prospects more effectively by using a proven framework for capturing attention and driving meetings.
- **Increase Engagement:**
  Use the A.I.M. model to craft compelling messages that connect with prospects on an emotional and logical level.
- **Achieve Consistency:** Develop a reliable prospecting cadence to ensure you're continually engaging potential clients across different channels.

Example Job Aids:

- **Prospecting Cadence Planner:**
  A structured tool for scheduling and tracking prospecting activities across different communication channels to ensure consistent follow-up.
- **A.I.M. Messaging Template:** A guide for crafting targeted messages that address buyer concerns and prompt action, aligned with the Anxiety, Influence, and Motivation model.

03

You've Got the Meeting, Now What?

You've Got the Meeting, Now What?

Duration: 114 minutes

Structure productive meetings that move the deal forward.

Course Objectives:

This course focuses on optimizing sales meetings by guiding participants through strategic questioning techniques and meeting planning. You'll learn to engage clients in meaningful discussions that move opportunities forward by uncovering their needs and aligning solutions to their goals.

By the end of this course, you will be able to:

- **Master the Qualified Prospect Formula®:** Qualify prospects by confirming their VisionMatch, Value, Power, and Plan.
- **Ask Powerful Questions:** Use the OPC (Open, Probe, Confirm) questioning framework to uncover client needs and challenges.
- **Create Effective Meeting Agendas:** Plan structured meetings that stay focused on client goals and outcomes.
- **Use the ValuePrompter®:** Leverage this tool to plan, track, and evolve your sales conversations, ensuring continuous progress.and create personalized Value Stories for your prospects.

Example Job Aids:

- **Meeting Agenda Template:** A customizable agenda template designed to structure sales meetings around client needs and outcomes, ensuring productive discussions.
- **ValuePrompter® Guide:** A tool to help sales professionals organize their conversations and ensure alignment with the client's goals and decision-making process.

Why take this course?

- **Improve Meeting Outcomes:** Learn to structure meetings that address client needs and ensure progress toward closing the deal.
- **Master Strategic Questioning:** Use OPC questions to uncover critical information that aligns your solution with the client's goals.
- **Build Client Trust:** By planning and structuring productive meetings, you will establish yourself as a trusted advisor.

04
The Product is in the Mind of the Buyer

The Product is in the Mind of the Buyer

Duration: 65 minutes

Shift from product features to solutions that meet the buyer's needs.

Course Objectives:

In this course, sales professionals will learn how to differentiate their solution by aligning it with the buyer's specific needs and challenges. You'll master the art of shifting the conversation from product features to solving real business problems, creating a Differentiated VisionMatch™ that resonates with your buyer.

By the end of this course, you will be able to:

- **Create a Differentiated VisionMatch™:** Use the ValueSelling Framework® to align your solution with the buyer's specific needs.
- **Leverage Key Differentiators:** Identify and apply the five areas of differentiation—Capabilities, Terms, Risk Mitigation, Customer Experience, and Price.
- **Ask Powerful Questions:** Use strategic questions to uncover business issues and align your solution to meet those challenges.

QP= VMD × V × P × P®

Why take this course?

- **Stand Out from the Competition:** Learn how to shift conversations from product features to value by creating a VisionMatch™ that directly solves the buyer's business issues.
- **Uncover and Leverage Key Differentiators:** Position your solution as uniquely capable of meeting your prospect's needs in a way that stands out from competitors.
- **Ask the Right Questions:** Use strategic questioning techniques to uncover key business issues and ensure your solution resonates with your buyer.

Example Job Aids:

- **Creating Need Worksheet:** A tool to help sales professionals map their solution's unique capabilities to the buyer's business challenges and differentiate from competitors.
- **Competitive Differentiation Template:** A guide for planning conversations that align your solution with buyer needs, ensuring your approach is focused on value, not just features.

05
People Make Emotional Buying Decisions for Logical Reasons

People Make Emotional Buying Decisions for Logical Reasons

Duration: 58 minutes

Learn how to tap into both emotional and logical buying drivers.

Course Objectives:

This course teaches you how to effectively align your solution with both the emotional drivers and business logic behind your buyer's decisions. You will learn how to uncover personal motivations, build trust, and deliver value-based conversations that resonate with your buyer's needs.

By the end of this course, you will be able to:

- **Identify Personal and Business Value:** Uncover and address both the personal motivations and business metrics that drive buying decisions.
- **Execute Value Conversations:** Use strategic questioning techniques to create impactful conversations centered around the emotional and logical value of your solution.
- **Differentiate Value from Price:** Learn to move the conversation from price to value by focusing on long-term benefits and ROI.

Example Job Aids:

- **Value Mapping Tool:** A guide to help sales professionals uncover and articulate both business and personal value, ensuring your solution meets emotional and logical needs.
- **Value Conversation Planner:** A template for planning sales conversations that emphasize the long-term value of the solution over the initial cost.

Why take this course?

- **Build Trust and Drive Value:** Learn how to balance both emotional and logical elements of decision-making to build stronger client relationships.
- **Master Value-Based Selling:** Move beyond price and focus on demonstrating the tangible and intangible value of your solution.
- **Tailor Your Approach:** Develop skills to create tailored messages that speak to both personal and business motivations.

06
You Can't Sell to Someone Who Can't Buy

You Can't Sell to Someone Who Can't Buy

Duration: 45 minutes

Focus on engaging decision-makers with purchasing power.

Course Objectives:

This course focuses on teaching sales professionals how to identify and engage decision-makers who have the authority to approve purchases. You will learn to use strategic questioning to uncover who holds power in the buying process and develop strategies for maintaining access to these key stakeholders.

By the end of this course, you will be able to:

- **Identify Key Decision-Makers:** Uncover who has the authority to make purchasing decisions and navigate the organizational structure.
- **Engage and Maintain Access to Power:** Use referral and introduction strategies to connect with decision-makers and maintain ongoing communication throughout the sales process.
- **Build Strategic Relationships:** Develop a plan to consistently communicate with and build relationships with key decision-makers.

Why take this course?

- **Engage Decision-Makers:** Ensure you are spending your time with the people who can actually make the purchasing decision.
- **Avoid Wasted Efforts:** Eliminate roadblocks by targeting the right stakeholders from the start.
- **Build Stronger Relationships:** Develop skills to connect with and maintain communication with key decision-makers throughout the sales cycle.

Example Job Aids:

- **Decision-Maker Identification Worksheet:** A tool to help sales professionals identify key individuals within the buying committee, ensuring you target the right people.
- **Power Toolkit:** A guide for planning how to maintain access to decision-makers by using follow-up strategies like planned or conditional access agreements.

POWER TOOLKIT
Unlock the Path to Key Decision-Makers.

IDENTIFY — OPC Questioning Process

VALIDATE — Triangulation

ACCESS — Introductions/Referrals
Campaigning
The Return Ticket:
- Planned Access
- Conditional Access

Mutual Planning for Value Realization

Duration: 80 minutes

Co-create actionable plans that align both you and the client on goals.

Course Objectives:

This course equips sales professionals with the tools to co-create and execute Mutual Plans that outline the steps to success. By developing clear, actionable plans that align with the client's goals, you will build trust and ensure that both parties are on track to achieve value realization.

By the end of this course, you will be able to:

- **Develop a Mutual Plan:** Co-create a strategic plan that clearly defines objectives, responsibilities, and timelines for both the buyer and seller.
- **Enhance Written Communication:** Learn to craft clear, customer-centric messages that reinforce the Mutual Plan and drive engagement.
- **Proactively Address Objections:** Use structured techniques to anticipate and address objections, keeping the sales process on track.
- **Negotiate for Success:** Apply negotiation strategies that focus on creating win-win outcomes.and create personalized Value Stories for your prospects.

Example Job Aids:

- **Mutual Plan Template:** A guide to help sales professionals structure their Mutual Plans, outlining key deliverables, responsibilities, and timelines for both parties.
- **NegotiationPrompter:** A tool for finding win-win solutions for prospect and seller by leveraging trade-offs, embellishments, and terms and conditions.

Why take this course?

- **Drive Mutual Success:** Learn how to co-create actionable plans that align with client goals, building trust and ensuring long-term success.
- **Master Objection Handling:** Develop a structured approach to addressing objections early and effectively, keeping the sales conversation moving forward.
- **Negotiate with Confidence:** Gain skills to negotiate agreements that benefit both the buyer and seller, ensuring successful outcomes.

08

Winning the Opportunity

Winning the Opportunity

Duration: 44 minutes

Master the strategies needed to assess and close high-potential opportunities.

Course Objectives:

This course focuses on developing the skills needed to assess sales opportunities, overcome objections, and close deals confidently. You'll learn how to apply the Qualified Prospect Formula® and the Opportunity Assessment Tool to evaluate opportunities and keep the sales process moving forward.

By the end of this course, you will be able to:

- **Assess and Qualify Opportunities:** Use the Qualified Prospect Formula® to evaluate if an opportunity is worth pursuing.
- **Apply the Opportunity Assessment Tool:** Continuously assess opportunities to ensure they remain qualified and winnable.
- **Overcome Objections:** Handle common objections and keep the deal on track using proven strategies.
- **Close Deals Confidently:** Develop strategies to confidently guide the conversation to a successful close.

Example Job Aid:

- **Opportunity Assessment Tool:** A tool to help sales professionals assess whether an opportunity meets all the necessary criteria to move forward.

Why take this course?

- **Focus on Winnable Deals:** Use the Qualified Prospect Formula® and Opportunity Assessment Tool to ensure you are pursuing the right opportunities.
- **Overcome Objections Effectively:** Gain confidence in handling objections that could otherwise derail the sales process.
- **Close with Confidence:** Develop tailored strategies to close deals with confidence, ensuring you achieve win-win outcomes for you and your clients.

09
Creating Customers for Life

Creating Customers for Life

Duration: 48 minutes

Build long-term loyalty and discover new opportunities within your current accounts.

Course Objectives:

This course teaches sales professionals how to build and maintain strong client relationships that drive customer loyalty and long-term success. By establishing clear expectations, continuously aligning with client goals, and identifying additional sales opportunities, you will ensure that customers not only stay with your company but also grow with it.

By the end of this course, you will be able to:

- **Establish Strong Client Relationships:** Set clear expectations and reinforce the buyer's decision, creating a solid foundation for long-term success.
- **Maintain Continuous Alignment:** Use tools like the Mutual Plan to ensure consistent communication and alignment with client goals.
- **Retain and Grow Existing Clients:** Identify additional sales opportunities within your current customer base and increase retention.
- **Apply White Space Analysis:** Uncover untapped opportunities within existing accounts by identifying where your products or services can add more value.

Example Job Aids:

- **Mutual Success Plan:** A structured template to outline client objectives, responsibilities, and timelines, ensuring both parties are aligned on the path to success.
- **White Space Matrix:** A tool to help sales professionals identify potential opportunities for expanding business within existing accounts.

Why take this course?

- **Build Long-Term Relationships:** Learn strategies to strengthen customer loyalty and ensure ongoing engagement.
- **Increase Customer Retention:** Understand the importance of client alignment and develop strategies that enhance retention and satisfaction.
- **Identify New Sales Opportunities:** Use White Space Analysis to uncover potential growth areas within existing accounts, driving revenue and fostering long-term partnerships.

10
Managing Yourself

Managing Yourself

Duration: 70 minutes

Stay productive with time management and strategic planning.

Course Objectives:

This course focuses on teaching you how to manage yourself more effectively by prioritizing high-value activities, delegating tasks, and using feedback for continuous growth. Learn how to plan strategically, improve your work-flow, and optimize your approach to achieve your revenue goals.

By the end of this course, you will be able to:

- **Delegate for Strategic Focus:** Learn to delegate tasks that don't require your direct attention, allowing you to focus on business growth and leadership.
- **Set and Achieve Revenue Goals:** Use strategic planning tools to break down revenue goals into actionable steps and maintain a healthy sales pipeline.
- **Leverage Feedback for Continuous Improvement:** Gather and analyze feedback to make informed decisions that drive long-term business growth.

Why take this course?

- **Maximize Productivity:** Learn how to prioritize high-value activities, delegate effectively, and manage your time to achieve greater success.
- **Achieve Revenue Goals:** Use strategic planning tools to break down your revenue objectives and ensure you stay on track.
- **Improve Continuously:** Use feedback to identify improvement areas and make informed decisions that enhance your business practices.

Example Job Aids:

- **Income Planner:** A tool to track and manage revenue goals, ensuring sales professionals stay on target by breaking down annual goals into smaller, actionable steps.
- **Delegation Checklist:** A guide to help identify tasks for delegation and choose the right people or resources to handle them, freeing up your time for higher-value activities.

11
Solving for Success: Putting It All Together

Solving for Success: Putting It All Together

Duration: 70 minutes

Bring all the core principles together and develop a personal action plan for sustainable growth.

Course Objectives:

This capstone course brings together the strategies, tools, and mindset shifts developed throughout the *Stop Selling > Start Solving* program. By reflecting on key lessons, learners will solidify their understanding, apply the core practices in real-world scenarios, and develop a personal action plan for continued growth and success.

By the end of this course, you will be able to:

- **Reflect on Key Takeaways:** Recap the most important lessons from the program and reflect on how they have impacted your sales approach.
- **Master Core Practices:** Integrate the five core practices of value-based selling, relationship building, client feedback, time management, and strategic adaptability into a cohesive approach.
- **Develop a Personal Action Plan:** Create an actionable plan to implement solving-focused strategies in your business for long-term success.

Example Job Aids:

- **Personal Action Plan Template:** A tool to help you outline and track your three-step plan for incorporating solving strategies into your business, ensuring clear priorities and measurable success.
- **Core Practices Checklist:** A guide to help you integrate the five core practices—value-based selling, relationship building, feedback utilization, time management, and adaptability—into your daily operations.

Why take this course?

- **Solidify Your Learning:** Reflect on the lessons learned throughout the program and ensure you're fully prepared to implement solving strategies that drive results.
- **Integrate Core Practices:** Learn how to put the five key practices from the program into action, creating a strong foundation for ongoing success.
- **Create Your Own Success Path:** Develop a personalized action plan that aligns with your goals, ensuring you stay focused on solving, not just selling.

How to Get Started

1. **Visit the Growist Website:** Go to the Growist website to explore the ***Stop Selling > Start Solving*** program.
2. **Purchase the Program:** Select the ***Stop Selling > Start Solving*** program. You can purchase courses directly on the site using your credit card.
3. **Learn at Your Own Pace:** Once purchased, you'll have access to the course and can revisit the content anytime for the next 365 days. Take your time to fully absorb the material and complete the practice activities.
4. **Apply What You Learn:** Start using the provided tools, templates, and exercises to see real improvements in your sales performance and business growth.

Ready to Take Your Sales to the Next Level?

You're just a few steps away from transforming your sales approach and growing your business. Start your journey today with the Stop Selling > Start Solving program, and see the difference practical, actionable learning can make. Your success starts now—let's get started.

"Stop Selling > Start Solving" changed the sales game for my business. As an entrepreneur, being "salesy" was my least favorite part of work. Thanks to this program, I now enjoy selling because I KNOW I am solving problems, rather than trying to convince anyone."

Joya Sosnowski
CEO, Vibologie