

# Other-Centered® Selling



**Our mission is to be the best in the world at equipping frontline sellers to connect, influence, and deliver the ultimate buyer experience. Drawing on 25+ years of research and tested in hundreds of organizations across 42 countries, we developed our flagship program, Other-Centered® Selling (OCS).**

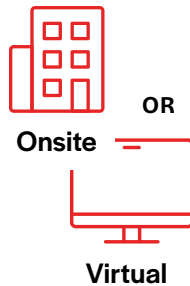
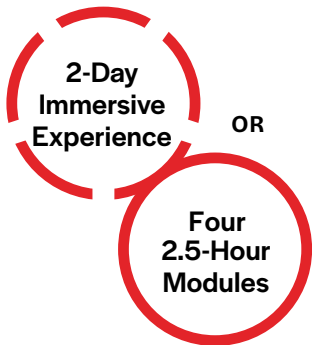
## OVERVIEW

OCS empowers sellers to become trusted partners, and then guides them in leading, influencing, and selling the optimal solution. By mastering our consultative approach, participants consistently win more opportunities, expand account share, and sell more comprehensive solutions.

## STRUCTURE

**OCS consists of five modules: Becoming a Trusted Partner, Engage, Discover, Build Value, and Advance.** Each module addresses the number one barrier to sales: buyer resistance. Sellers who adopt an Other-Centered® approach consistently achieve the highest conversion rates, enhance customer loyalty, and provide exceptional buyer experiences.

## FORMAT



## BENEFITS

**44%**

Other-Centered Sellers **outperform** their peers by an average of 44%.



Overall **improved** customer experience.

**68** → **4**

We take 68 selling behaviors and **simplify** them down to 4.



We help reps live **better** and sell better.

## IDEAL AUDIENCE



Sales Representative



Account Managers



Inside Sales



Sales Leaders



Customer Success Managers






Sales Engineers

# Program Framework + Results

## Trusted Partner

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-  Effective discourse and influence over the decision-making process.
-  How to earn a seat at the table and the four characteristics of becoming a Trusted Partner.
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  - Serve MORE3 Framework to meet three levels of customer needs, driving trust, loyalty, and receptivity.
  - Drop the Rope® to reduce tension and build trust.

### EXPECTED OUTCOME

**Trusted Partners outperform transactional sellers and relationship managers by 103%.**

## Engage

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-  Leading the consultative process and setting clear expectations.
-  Master the framework and skills to secure customer commitment to the consultative process.
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  - Pre-Call-Plans for preparation.
  - Develop an Other-Centered Position and the 10-30-3 framework for engaging cold prospects.
  - Responses to false objections to build alignment.

### EXPECTED OUTCOME

**Reduce sellers' resistance to engage new decision makers and increase engagement by 22x.**

## Discover

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-  Selling the total solution while outmaneuvering the competition.
-  Learn a disciplined approach to uncover stated and unstated needs, identify decision-makers, and navigate decision drivers.
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  - P4 Discovery Roadmap to explore Point of View, Pitfalls, Priorities, and Players.
  - Taking the Trip® to fully align and validate the customer's point of view.
  - Enhance Questioning Skills to expose gaps, remove ambiguity, and build value.

### EXPECTED OUTCOME

**Identify deeper needs and align solutions effectively to uncover new opportunities. High performing reps (quota > 150%) score 83% higher in Discovery disciplines than low performing reps (quota > 75%).**

## Build Value

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-  Overwhelming the customer with non-relevant information.  
Demonstrating holistic value.
-  Customer emotionally embraces the optimal solution.
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  - Framework for identifying and responding to the three types of objections - Isolate, Validate & Communicate.
  - Leverage the three disciplines: Connect, Contrast, and Convince to reshape customer biases and guide them toward the best solution.

### EXPECTED OUTCOME

**Shift conversations from price objections to value-based outcomes and secure buy-in. High performing reps (quota > 150%) score 99 % higher in Build Value disciplines than low performing reps (quota > 75%).**

## Advance

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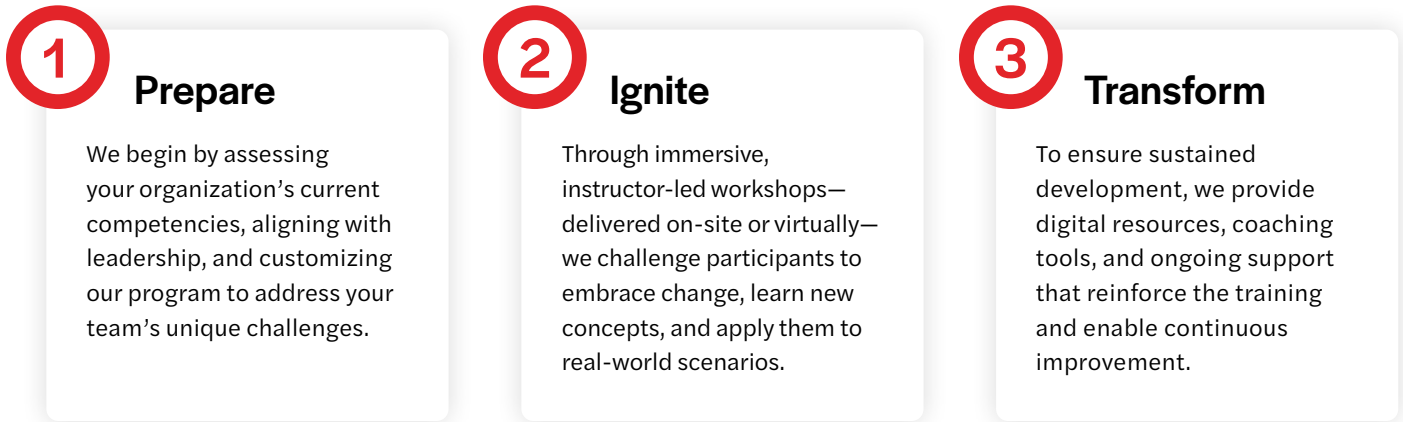
-  Pursuing unqualified opportunities when opportunities stall.
-  Lead the decision-making process by aligning next steps with the buyer's journey to create a competitive edge.
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  - Steps for Advancing Opportunities aligned with the buyer's journey.
  - Customized offers that meets customers where they are.
  - Follow-up strategies to maintain engagement.

### EXPECTED OUTCOME

**Accelerate deal momentum with value-first communication.**

# ASLAN's Process to Drive Lasting Results

ASLAN Training & Development employs a structured, three-phase process to drive lasting behavior change in sales organizations, ensuring each participant fully embraces and applies the training.



## What Our Clients Say

“When ASLAN was hired, our goal was to grow from just under \$700 million to \$2 Billion. **We achieved the goal in just three years and ASLAN played a key role.** Not only do they have the best sales development programs but their ability to learn our business and customize the program was exactly what we needed to transition our sales force.”

— Director of Learning, Fortune 500  
Telecommunications Company

“Within the first four months of implementing ASLAN's program, **appointments set with cold prospects jumped by 300% and engagement rates increased by 808%.**”

— Director, Fortune 1000 Life  
Insurance Company

## Ready to Drive Transformative Results?

Discover how the Other-Centered® Selling approach can be tailored to meet your team's unique goals and challenges. Schedule your complimentary consultation to explore how we can drive meaningful change and lasting results in your organization.

[SCHEDULE A CONSULTATION](#)



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