

## CORE Selling Skills

The **CORE Selling Skills** program is designed to equip sales professionals with the skills needed for successful, value-driven interactions throughout the customer relationship lifecycle.

Each module helps participants develop customer insights, build strategic engagement, lead impactful conversations, and close better deals that foster long-term value.

Based on the principles of a sense-making approach, helping customers make informed buying decisions rather than solely relying on a product push strategy.

**Motion5**

Your commercial change partner



**Lead powerful  
conversations  
that build trust,  
simplify choices  
and drive real  
results.**

[www.motion5.com](http://www.motion5.com)

# A Modular Training Framework

## Build Trust

Participants gain skills to understand and align with the customer's psychological, emotional, and cognitive drivers throughout the buying journey, fostering trust, tailored engagement, and effective communication to influence decisions positively.

1. Empowerment

## Drive Influence with a Tailored Stakeholder Approach

Participants will be equipped with strategies to navigate multi-stakeholder environments, map stakeholders, tailor approaches, craft impactful value propositions, access decision-makers, and secure strategic engagements that drive influence and alignment.

2. Personalized Engagement

## Gain Empowerment

Participants will be empowered with advanced techniques to structure impactful conversations that uncover needs, create urgency, engage customers emotionally, and confidently guide them toward a commitment.

3. Dialogue Building

## Close deals

Participants will develop advanced skills and strategies to structure negotiations, balance power dynamics, analyze behaviors, and achieve ethical, win-win outcomes through preparation, collaboration, and effective communication.

4. Negotiation



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# Roadmap

## Step 1

### eLearning Foundation

- Introduction to CORE Selling Skills
- Online via Motion5 Academy platform
- 6 modules, each 20 minutes
- Study at your own pace

## Step 2

### 3-Day Selling Skills

Classroom training – 6 modules a day

- **Day 1. Empowerment**  
Customer buying cycle, customer motivation, a growth mindset, building rapport, addressing biases, re-framing
- **Day 2. Personalized Engagement Strategies**  
Stakeholder mapping, customer types, building customer value propositions, process to get access to power, compelling business reason, securing strategic appointments
- **Day 3. Building a Dialogue**  
CORE model basics, high-impact questioning, creating a sense of urgency, an effective sales pitch, generating engagement, deal-closing techniques

## Step 3

### 2-Day Negotiation

Classroom training – 9 modules in total

- Introduction to negotiation
- Concept of win-win
- CORE Model for negotiations
- Streamline preparations
- Power dynamics
- Behavior analysis
- Dealing with deadlock
- Non-verbal cues
- Negotiation conventions

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## Information

Number of participants per group:

- Minimum of 8 - maximum of 12

Included in pricing:

- Comprehensive program materials, including preparation documents, pre-reads, and whitepapers.
- Training facilities at the Motion5 location.

Catering costs, VAT, and (if applicable) travel expenses to the customer's preferred location are not included.

These structured offerings provide flexibility to accommodate varying levels of depth and duration based on participant needs and desired learning outcomes.

*Prices are available upon request for customization and/or different group sizes.*

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## Pricing

### Step 1

E-learning is included with all programs

### Step 2

Two-day program - 12 modules  
€1,350 per participant

or

Three-Day Program - 18 Modules  
€1,600 per participant

### Step 3

CORE Negotiation Program - 9 modules  
€1,350 per participant

### Full program

Sales Academy – 5/6 days including kick-off  
€2,750 per participant

## About Motion5

Over the last 22 years, we have implemented +500 change projects successfully worldwide.

With our tailor-made, modular programs in Commercial Excellence, we have helped our customers achieve their ambitions by driving sustainable growth.

Our approach emphasizes outstanding customer value while achieving a 20% productivity improvement and boosting profitability.



### Contact us

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