3D Design Thinking for Sales Training

Duration: **2 Day**

BILGINÇ IT Academy
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Overview

Modern buyers no longer want only products or services — they expect personalized, sustainable, and value-driven solutions. As a result, sales professionals must improve their ability to understand customer challenges, solve problems creatively, and collaborate effectively with clients.

3D Design Thinking for Sales training is an innovative sales development program that integrates Design Thinking principles into modern sales processes.

The program helps participants:

- Understand customer needs more deeply
- Apply problem-focused selling techniques
- Improve creative solution development
- Strengthen consultative selling capabilities
- Build long-term customer relationships

The methodology is designed specifically for consultative and solution-based sales environments.

The 3D Design Thinking for Sales Approach

The 3DDTfS framework focuses on collaborative problem solving and customer-centric solution development.

The methodology is built around three key principles:

- Insight
- Influence
- Trust

This approach enables sales professionals to become strategic solution partners rather than traditional product sellers.

The program is based on sales psychology, behavioral science, and more than 20 years of field research.

3D Design Thinking for Sales training helps organizations integrate customer-focused problem solving into modern sales processes.

With this training, companies can:

- Create more innovative sales strategies
- Better understand customer challenges
- Build stronger solution-based relationships
- Improve sales conversion rates
- Increase long-term customer value

In today’s competitive B2B sales environments, Design Thinking provides a significant strategic advantage.

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Who Should Attend

This program is ideal for:

- Sales professionals
- Solution selling teams
- Consultative sales specialists
- Business development professionals
- Customer Success teams
- Product and service sales teams

It is especially valuable for organizations involved in complex and solution-based selling environments.

What You Will Learn

3D Design Thinking for Sales training helps organizations strengthen customer-centric selling capabilities.

Key Benefits

- Higher customer satisfaction
- Improved conversion rates
- Stronger customer relationships
- Larger sales opportunities
- Increased renewal rates
- Long-term customer loyalty

Participants also improve creativity and problem-solving skills.

Core Topics Included

- Design Thinking for Sales
- Empathy mapping
- Problem definition techniques
- Root cause analysis
- Creative solution development
- Value proposition creation
- Rapid prototyping
- Risk reduction strategies
- Adoption management
- Consultative selling approaches

Outline

1. Understanding Design Thinking in Sales

Participants learn how Design Thinking can improve modern sales conversations and customer engagement.

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This section covers:

- Design Thinking principles
- Customer-centric selling
- Human-centered problem solving
- Consultative selling methodologies

2. Identifying Customer Problems

Successful selling begins with understanding the right problem.

Participants improve their ability to:

- Use empathy mapping
- Analyze customer needs
- Define business problems
- Conduct root cause analysis

3. Developing Creative Solutions

The program focuses on generating practical and innovative solutions.

Topics include:

- Brainstorming techniques
- SCAMPER methodology
- User story development
- Alternative solution generation

4. Presenting Solutions and Creating Value

Demonstrating value effectively is essential in modern sales environments.

This module includes:

- Value proposition creation
- Cost-benefit analysis
- Risk reduction strategies
- Solution presentation techniques

5. Prototyping and Testing

Design Thinking relies heavily on rapid experimentation and iteration.

Participants learn about:

- Rapid prototyping methods
- Testing strategies
- Gathering user feedback
- Solution optimization

6. Implementation and Customer Adoption

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Strong solutions must also be implemented successfully.

This section focuses on:

- Time to First Value
- Adoption management
- Customer experience improvement
- Creating “wow” moments