

SALESPERSON'S WORKSHOP: RELATIONSHIP SELLING and UNDERSTANDING SOCIAL STYLES

PROGRAM CODE: ✚ SPRS-1
PROGRAM DURATION: ✚ 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND: ✚ Salespeople and Sales Managers of all experience levels
PROGRAM OBJECTIVES: ✚ Provide participants with the knowledge and tools to be more effective in selling prospects that have different personalities from themselves
✚ Help participants to improve their relationships with sales people and management by understanding and respecting their different social styles

PROGRAM CONTENT:

- ✚ The Concept of the Growth Curve and its application to sales performance
- ✚ An introduction to the Social Style Matrix
- ✚ Determining "my own" social style
- ✚ Dimensions of social style
- ✚ An in-depth understanding of the four distinctive social styles
- ✚ Recognizing social style
- ✚ Basic needs of each social style
- ✚ Priorities of each social style
- ✚ Decision making process of each social style
- ✚ The keys to building trust and credibility with a customer
- ✚ The THREE STEP SYSTEM to sell different social styles
- ✚ Effectively "closing" the four distinctive social styles
- ✚ Non-confrontational approaches to dealing with aggressive customers
- ✚ How to be a VERSATILE salesperson and adjust your social style to be more effective with the social style you are dealing with

WORKSHOP INVESTMENT: ✚ \$325 / Participant (group rates available)
INCLUDES: ✚ Comprehensive text-based manual
✚ Hand-outs
✚ Coffee, tea, refreshments
✚ Lunch