

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