



Inspirational Selling

Duration: 1 day

Sales professionals are vital to every organisation's success as they generate the revenue that drives the company. Research has shown that the best sales people are not necessarily those who have the greatest technical knowledge or those who can talk their way into or out of anything. What has been established is that success in sales comes from building relationships with all types of people and gaining their trust and effectively not selling in the traditional sense.

The ability to connect with people is often seen as something you are born with. Connecting with people is behaviour, behaviour can be taught, it can be practiced so everyone attending the workshop will enhance their ability to connect. The Inspirational Selling workshop first examines who we are and helps us to understand what makes us behave as we do. Customers relate better to people who are authentic and to be authentic we have to remove the filters and masks that protect us. By understanding who we are we can be ourselves.

Once we understand us we can look at other people and see how they behave. Everyone behaves differently in similar circumstances and the skill of being able to read someone and adapt to the behaviour that makes them comfortable will increase the likelihood of a positive relationship. As people buy from people they trust, these new skills will increase sales effectiveness.

Most sales people have this skill and they do it intuitively, not all that time and not consistently. To improve this statistic we draw on the work of Carl Jung, Insights Discovery and using personal resilience techniques to explain how to improve your sales behaviours so that more customers see you as the trusted advisor and as a result are more likely to do business with you.

The workshop is designed for

New and experienced sales professionals who have the responsibility for significant sales targets. The workshop is valuable for all levels of sales professional looking to enhance their skills to create higher value relationships with more customers.

Objectives

How will your organisation benefit...

Upon completion of this workshop delegates will be able to:

- ◆ Understand their personal impact and improve their ability to communicate
- ◆ Influence customers and adapt their style to be more successful
- ◆ Identify strengths, areas for development and potential blind-spots
- ◆ Enhance the professionalism and inner confidence
- ◆ Adapt their selling style and personality to the situation and the customer
- ◆ Develop valuable relationships and demonstrate inspirational selling skills

Workshop Outline

- ◆ Evaluating customers
- ◆ Why are some customers more challenging than others?
- ◆ Perceptions of personality
- ◆ The Discovery colour energies
- ◆ How different customers are different
- ◆ How to recognise the differences
- ◆ How to adapt and connect
- ◆ Analysing your selling style
- ◆ Understanding your customers
- ◆ And winning them over

Influential and inspirational selling

- ◆ The sales process
- ◆ How your colour energies map to the sales process
- ◆ Assessing your strengths and weaknesses and making the most of them
- ◆ Dealing with difficult customers situations and conflicting demands

Spotting customer types

- ◆ How to use the Jungian preferences to spot type
- ◆ Looking a body language
- ◆ Para linguistics
- ◆ Interaction style

Adapting Behaviour

- ◆ Building a relationship and using behaviour to make a sale
- ◆ Handling different Personality types
- ◆ Commutation styles
- ◆ Modification of your style
- ◆ Influencing different personalities
- ◆ Modifying the meet and greet

Managing the Customer

- ◆ Advanced communication skills
- ◆ Dealing with the authority/the decision maker
- ◆ Building a relationship
- ◆ Assessing needs with different customer types
- ◆ Understanding that what the customers says isn't necessarily what they will buy

Using the profile to finesse the sale

- ◆ Using charisma to positive effect
- ◆ Selling to multiple customers at the same time
- ◆ Style vs drive
- ◆ Watching for your blind spots
- ◆ Closing the different energies