



clarity

INSPIRING PERFORMANCE

Who should attend
Line Managers or Team Leaders

Duration
1 Day

Selling for Results

Purpose of the workshop

Before your customers buy your product they will need to buy you, so you will very quickly need to develop rapport and trust with your customers. Using the tools and techniques learnt you will be able to use language and communication skills to help develop deep rapport with your customers. It may take slightly longer to sell in this way, however you will find that you will get more repeat business and more recommendations. This workshop will focus on some of the key skills that you will be able to use straight away to gain a better understanding of your customers and to identify what their needs are. You will leave the workshop understanding the importance of trust based selling, how to detect human behaviours and how to identify the most effective way to communicate with them.

Outcomes

- What do we mean by selling through relationships
- How to create your identity
- Developing the correct mindset
- Setting goals
- Building rapport and excellence in communication
- Permission based selling
- Values based selling
- Gaining commitment
- Creating a vision for your client
- Creating referrals

