

Introduction

Selling With Style is a training program that helps sales professionals learn how to apply behaviours in the sales process. It focuses on the all important but many times ignored front-end processes of prospecting, research, designing and actually making the sales presentation. The training also covers all important aspects of human behaviours that influence relationship building and communication.



Workshop Profile

“Selling With Style” is designed to help the participants discover their unexamined behaviour. People feel "right" about a decision when their own natural motivation for buying is the predominant force. The workshop is a way to directly access that force by understanding customer behaviours.

Three words – experience, mistakes and research – describe how this training program has been developed. The experience comes from a pursuit of selling through decades of research on behaviours. Often-times, the course has been led by Yogi Berra’s quotes, “we made too many wrong mistakes”. This led to research how to become a better sales person and then how to train salespeople. This research continues even today...

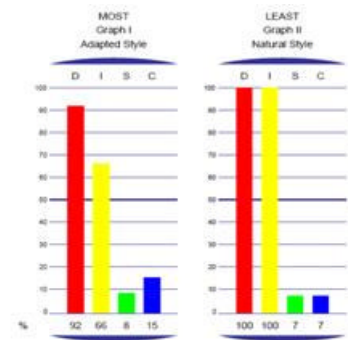
This training program is intended to help salespeople improve in three fundamental areas – thinking, communicating and networking – and subsequently perform better at everything they do. In addition, the training modules are designed to help you pull forth the innate abilities you have and add richness to the principles and ideas presented. The philosophy infused in the training is straightforward: people already have the capacity and ability to succeed in sales; all they need is help to bring them forward.

The workshop will enable the participants develop an understanding of the sales process. There will be insights into the behaviours impacting the selling styles. The workshop will also cover the key sales competencies required to sell in today’s highly networked marketplace.

Selling With Style

Objectives

- Become aware of your behavioural style
- Recognize your customer's behavioural style quickly
- Be able to adapt for greater appreciation, communication and understanding
- Learn your strengths & weaknesses as a salesperson
- Learn the styles to which you naturally sell well...and which are costing you sales!
- Draw your own Sales Cycle / Sales Process
- Key Sales Competencies based on behavioural anchors:
 - *Planning and Organising Your Sales Activities*
 - *Conditions of Satisfaction*
 - *Features, Benefits and Proof*
 - *Managing Tasks and Relationships*
 - *Networking*
 - *Sales Presentations and Compelling Offers*



Outcome

- Maximize sales performance
- Strengthen the bottom line
- Increase customer loyalty



Who Should Attend?

- Sales Managers
- Sales Leaders
- Consultants
- Internal Service Providers (HR, Finance, Marketing, etc.)
- Entrepreneurs

Selling With Style

Methodology

The training course will be delivered in focused modules with exercises and practice opportunities. Structured learning will be deployed during the workshop and will include, but not be limited to Instructor led sessions, Games, Tests & Quizzes and Action plan for participants to work on strategizing customer focus.

Duration

2 Days (16 Hours)

Course Outline: Day 1

☐ DISC Profile – Introduction and Orientation: There are three steps to selling with “style”:

- ↑ Know your own behavioural style.
- ↑ Know your customer’s behavioural style.
- ↑ Blend your sales style to eliminate tension in the sales process.

☐ Sales Cycle / Sales Process

- ↑ It is an important tool for the salesperson and his/her manager
- ↑ Effective salespeople understand their sales cycle and its role within the organisation’s business process
- ↑ Each activity in the sales cycle helps guide the customer to a decision
- ↑ An organised approach to using a sales cycle results in more business

☐ Planning and Organising

- ↑ Planning and Organising helps eliminate poor time management habits
- ↑ Helps create an action plan to reduce activities that do not add value or increase productivity
- ↑ Create individual exercises that highlight how a person spends his/her time

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Course Outline: Day 2

□ Conditions of Satisfaction

- ↑ Helps salespeople understand their client's criteria for satisfaction
- ↑ A comprehensive description of explicit vs. implicit conditions of satisfaction
- ↑ Create individual exercises that help discover details about your own clients

□ Features, Benefits and Proof

- ↑ Discussions of the important difference between features and benefits
- ↑ Learn to develop personalized and powerful statements for each client
- ↑ Exercises that you can put into practice immediately with your present clients

□ Managing Tasks and Relationships

- ↑ Addresses relationships between the sales person and the customer
- ↑ A method to help salespeople balance relationship-building efforts and pending tasks
- ↑ An explanation of the 2 types of relationships: transactional and consultative

□ Networking

- ↑ A sales module that improves networking skills
- ↑ Techniques that aid word of mouth advertising
- ↑ A description of the six key principles to developing and maintaining an effective network
- ↑ An explanation of the theory of 'six degrees of separation' and how it can boost networking effects

□ Sales Presentations and Compelling Offers

- ↑ A sales module that improves selling skills
- ↑ Techniques that aid making compelling offers and presenting efficaciously
- ↑ Selling through presentations and making offers based on client behavioural patterns

Selling With Style

Pricing and Registration

- The “**Selling With Style**” training course is at INR 18, 500 + 10.3% Service Tax = Rs.20, 406 per Participant
- This includes all training costs, participant manuals, venue and meals for the 2 days.
- This is a non-residential workshop.
- We offer bespoke workshops for corporate customers. Please contact us for more information regarding this.
- In order to send in your confirmation, please fill the attached form and e-mail it to melwyn@7peoplesystems.com or info@7peoplesystems.com
- **Please read – confirmation and cancellation policy**
 - *Your registration is subject to acceptance by Seven People Systems Pvt. Ltd.*
 - *You will receive confirmations of registration closer to the workshop dates.*
 - *Confirmation of the workshop proceeding is dependent on enrolments.*
 - *The workshop fees cover facilitation, venue and manual costs; participants are to arrange for their travel and stay (if applicable) on their own.*
 - *All cancellations are to be sent in writing to our contact coordinates.*
 - *Cancellations received more than 7 prior to the scheduled dates will not be charged/will be fully refunded.*
 - *Cancellations made within 7 days of the workshop dates will not be refunded; however, the candidature will be rescheduled for the next upcoming workshop.*
 - *All payments are to be made in the name of ‘Seven People Systems Pvt. Ltd.’ within 7 days of sending confirmation/receiving the invoice.*