



INFLUENCING THE SALE / ADAPTIVE SELLING

Measurable and improved results through skills transfer, practical application and ongoing development.

Dealing with customers is not always easy. Especially when they seem to communicate in a manner that is different to you. However, to be successful in sales there are many individuals with whom you'll have to communicate. As people are different, they will have differing ways of behaving and communicating. Understanding those differences and taking them into account can greatly improve your success in reducing conflict, building trust and positively influencing others through appropriate questioning and adaptive selling. Result? Successful sales.

Intention:

This is a highly interactive program to allow participants to determine own and others' communication / behavioural styles and to more easily achieve sales objectives through appropriate questioning techniques and observing body language. What is learnt can be directly applied in the job.

Benefits include the ability to:

- Determine own and others' communication / behavioural style and recognise that other people will communicate and behave differently in similar situations.
- Be able to interpret aspects of body language for visual feedback.
- Be assertive and control situations through knowing when to ask the appropriate question.
- Reduce conflict and be able to exert greater influence on the sale and buying process.

Program Duration: 1 Day

Module 1: Communication / Behavioural Styles

It would make my life easier if people would communicate and behave in the same manner as you. It would also make life boring. Fortunately, people are different and it is important to know those behavioural and communication differences and so adapt to the situation.

- Behavioural and communication styles
- Transactional Analysis
- R.E.A.D. the situation – Researcher, Expressive, Amiable, Driver
- Determining own communication styles
- Handling different styles
- Communicating for a win/win
- Skills practise

Module 2: Communicating effectively

Our social nature and business involvement, demands that we communicate with others. We have needs that can only be satisfied by others and, therefore, our interdependence means we have to communicate.

- Determining the communication objective
- Types of questions, "open" and "closed" and their derivatives
- Components for gathering relevant information
- Appropriate and inappropriate use of questions
- Techniques for objective listening
- Recognising and using body language
- Increasing your communication skills
- Skills practise

Module 3: Program review & action plan

- What have I learnt? What will I apply? When will I review
- Presentations
- Course evaluation

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