

TRAINING

Understanding Others

Can you imagine your customer asking you permission to buy something from you? This program teaches you how behavioral understanding, trust, and emotions can be integrated to produce the desired results. It focuses on the emotions of buying, building trust, and the importance of the long-term relationship.

Learn to NEVER ask for the sale, simply create an environment that allows the customer to buy from you.

The First Sales Training Workshop to Use Human Behavior as the Foundation of Success!

Features

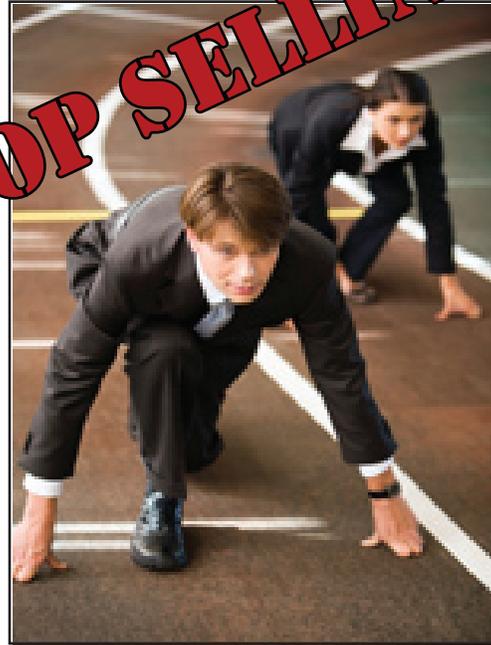
Focuses on the four different kinds of observable human behavior while teaching your primary behavior style so that you can "sell" people who are "not like you". Teaches you the importance of building trust. Stresses the importance of knowing the difference between asking questions and conducting a selling interview plus it focuses on the most important selling skill; listening.

- ▲ Builds a foundation for new sales professionals and 'kicks it up a notch' for seasoned sales veterans
- ▲ This technique helps develop customer loyalty and trust
- ▲ Customizable for specific industries and specific work groups
- ▲ Each participant receives a personalized behavior and listening profile



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STOP SELLING



Benefits

The Stop Selling Workshop provides a sales process that eliminates the need for features and benefits. It allows you to develop a relationship through trust and understanding while becoming a better listener. The process not only builds a foundation for customer satisfaction, but also for future sales.

- ▲ Improves your communication skills
- ▲ Enables you to maintain clients for life
- ▲ Reduces the stress associated with normal selling technique
- ▲ Uses a specific assessment process to develop your listening skills
- ▲ Helps develop understanding of how to allow the customer to tell you how, when, and what they want to buy.

Other Sales Training Programs:

- Effective Selling Strategies Course
- Presentation Skills I Workshop - New Presenters
- Presentation Skills II Workshop - Polishing Skills
- Negotiation Skills Workshop

"You've got to be success minded. You've got to feel that things are coming your way when you're out selling; otherwise, you won't be able to sell anything." - Benjamin Jowett