

# Advanced Selling with Integrity



A 2-day programme

## Who for:

Sales professionals wishing to “up their game” by acquiring enhanced skillsets with more sophisticated tools and techniques to build and refine their success with clients.

## In this programme, you will learn and practise:

- Developing well-formed sales outcomes, designed to achieve major or complex sales through a series of planned advances
- Using super-subtle relationship building techniques, by enhancing your sensitivity to client “thinking patterns” and your observation of linguistic and paralinguistic preferences
- How to use sophisticated questioning and listening, to elicit and respond to clients’ requirements using their personal “emotional dialect”
- Presenting your proposals and solutions flexibly and with maximum appeal, using the customer’s language and thinking pattern preferences
- Dealing empathetically and confidently with objections, reservations, hesitations and challenge
- Closing clearly, congruently and with integrity
- Developing flexible approaches to a range of difficult clients and challenging situations

