

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

