

# SELLING WITH STYLE

## How to Improve Your Sales



*Increase your sales up to 25% as you learn powerful skills to build credibility and trust in a few minutes or with long-term clients!*

Give your sales force practical tools to build relationships, communicate effectively, add value, overcome objections, and close with confidence. This proven two-day program is guaranteed to take your sales to a higher level or your money back. The facilitation is very interactive, role-play oriented, and focused on developing practical skills that increase the bottom line. We customize the course to teach your people to sell to your customer profile.

Following this course, you will understand the DISC theory and your own DISC style, and how different DISC styles communicate.

### Training Goals:

- ❖ **Discover** the strengths and weaknesses of your selling style with an Extended DISC® assessment.
- ❖ **Learn** a three-step process to recognize buying styles.
- ❖ **Determine** how to apply the right strategy for each style.
- ❖ **Apply** a seven-step process for setting and reaching your goals.
- ❖ **Discover** a powerful method to increase your ability to think on your feet and give the right response.
- ❖ **Build** your self-esteem with three powerful and proven techniques even when sales are down.
- ❖ **Use** the SOFTEN technique to display effective body language.
- ❖ **Recognize** and apply 10 negotiating tips for win-win results.
- ❖ **Increase** your listening skills with tips that guarantee new clients.
- ❖ **Motivate** yourself with five secrets from the experts.
- ❖ **Learn** the selling funnel in moving people from questions to the close.
- ❖ **Apply** the SOQ technique to improve your ability to negotiate the deal.
- ❖ **Practice** the PR ... RP Technique to handle objections with confidence.
- ❖ **Learn** the six best communication techniques to handle a dissatisfied customer, respond to a question, or build confidence with your client.

Course Version:	1/2 Day 1 Day or 2 Day
Recommended Class Size:	15-20 or Lg Group Conf
Materials:	Manual Reinforcement Cards
Assessments:	Extended DISC®
Certification:	Yes

