



Influencing skills for sales professionals

Why would anyone listen to you?

Overview

In today's crowded market place, it is the sales person with impact and influence that will stand out from everyone else. Whilst many customers and clients know what they want, there is also a large tranche of organisations that need the guidance and expertise of their supplier to help them reach their objectives.

In this workshop we look at key techniques for making the first connection with prospective clients and secondly to move the relationship to that of trusted adviser and partner.

Influencing skills are applicable in many areas in our lives and are vital if we want to shape our own futures. By creating the habit of explaining our ideas in a way that also meets the need of the other party we help everybody make the right decisions for them.

Workshop objectives

This programme will help participants:

- Understand their personal brand and impact
- Tap into customer's motivations
- Use the six principles of influence
- Identify and adapt for different personality styles
- Develop advanced communication skills
- Build rapport rapidly with their customers and prospects

Who should attend?

This motivational and practical course is suitable for sales staff at all levels, from telesales professionals to sales directors. It is also ideal for any technical sales support people and other staff who have direct face-to-face contact with customers.

Format

A very practical, interactive one-day session ideally for a maximum group size of 12. There are lots of different activities throughout the day where participants can practice their own influencing skills with their peers.

Special features

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours.

Expert trainer

An enthusiastic developer of people, **Scott** has been working as a sales trainer and coach since 1996. Operating from a solid foundation of over 20 years in retail banking, Scott has worked independently and also as an associate since 2000. Whilst working for NatWest he undertook a number of sales-related roles including Mortgage Advisor, Graduate Account Relationship Manager, FOCUS Sales Manager and Sales Coach in the London-based call centres. He also worked at NatWest's prestigious residential training college working with sales teams within the business. One of his specialist areas is telephone sales and particularly telephone sales coaching, which involves him in providing live coaching while sales people call their customers. As someone who is passionate about sales through a customer-centred approach, Scott brings real feeling to his training and coaching sessions.

Scott has delivered sales training and coaching to numerous clients (eg, Xerox, HMV, Waterstones, NatWest, WF Senate Electrical, Denmans Electrical, Gewiss Electrical, Software Europe, Solopress, Stihl UK, Bishop Grosseteste University, University of Lincoln, University of Surrey, Avtura, Acton Training Centre, Hall & Partners, InShops Retail Centres, Johnson & Wales University (Miami), Costa Cruises, EDF, sofa.com, SoleTrader, etc, etc) in a diverse range of sectors, particularly retail, wholesaling and hospitality, but also encompassing finance, training, market research, vehicle repair, airline operations, printing, steel fabrication, roofing, software design, universities, etc, etc. Scott is a qualified NLP Master Practitioner and DISC Profiling Practitioner.

Workshop outline

1 Why would I listen to you?

- What do you offer clients better than others?
- How do you stand out from the rest?
- What makes you different?
- Why should people care about what you offer?
- Determining your personal brand and impact

2 Understanding learning, behavioural and communication styles

- Use practical tools to help you assess individual styles
- Tap into the essence and energy of the customer you are serving
- Understand your own learning, behavioural and communication preferences
- Develop a strategy to adopt for each client you contact
- Appreciate how this knowledge will improve your sales conversion

3 Learning and using the six principles of influence

- Learn the secrets these principles offer sales people
- Discover how these principles will work for you
- Create a strategy for developing business with each customer
- Learn new habits of influence

4 Discovering buying motivators

- Encourage customers to share their key objectives
- Learn how to tap into their way of thinking
- Discover how they make their purchasing decisions
- Create the perfect partnership

5 Presenting your ideas with impact

- Create an effective structure for your presentation
- Learn how to grab their attention from the start
- Discover how to engage your audience in your presentation
- Help the customer commit and achieve their objectives

6 Putting it into practice

- Use realistic scenarios to provide opportunities for practice
- Discover what it feels like to be influenced
- Receive immediate feedback on your influencing style
- Share common issues with fellow sales people
- Create a personal development plan

Any questions?

Please just give us a call on 01582 714285 – we're here to help!
Or visit www.tihtc.co.uk/the-training/sales-skills/