

Irresistible Salestalk: The Dialogue of Selling

How to create buy in - even for those who don't HAVE to sell!



“You can no longer afford to talk AT your listeners. Put yourself in the customer mindset and begin the dialogue today.”

Linda Richardson
Author, “Stop Telling, Start Selling”

Master the communication challenges of selling!

You need to “sell” concepts, influencing people with diverse interests and aims; you are a business professional (though not necessarily a quota carrying salesperson) and have great ideas with huge potential, if only your target audience would understand the benefits for them. Whether the situation is one-to-one, on the phone, or at a conference table, the difference between success and failure lies in your communication methods and in your ability to truly focus on the customer. During this training, you will discover the power of questions, the impact of your body language, voice and tone and your “real” customer orientation. You will acquire tools to present the benefits of your concepts in ways which really work for your “prospects”.

Training especially designed for:

- Leaders, managers and business professionals who need to create buy-in.
- Guide group size and programme length: perfect for groups of 8 in 2 days.

Learning objectives:

- Understand how important it is to collate information about the target audience: enter their world.
- Learn to lay an irresistible trail: develop techniques to lock in listeners and close the “deal”.
- Set a clear and attainable communication goal: but also have flexible fall back alternatives ready.
- Become comfortable with using media support: match the material to the message to illustrate and enforce your case.

Try - Test - Adapt - Apply!

- Work on your own business topic and simulate the real-life scenario of managing a meeting.
- Experiment during the “Confidence Booster Circuit Training”
- Analyse your style by seeing yourself in action on video.
- Receive feedback from your peers and your coach.
- Apply useful preparation tools out of the training box (“ProposalBox”, “FactBox”).
- Track your progress using the “Learning Log and adapt learning to optimise individual performance.

A participant's perspective:

“This training provides you with a chance to review how you really do in business and I learned which things I need to pay more attention to in the future.”