

Introduction

Telling potential buyers about your products and services, followed by, "so you want to go ahead then", is not always the best way to achieve maximum sales, but how many of us believe that's what real salespeople do?

Whilst teaching core skills like prospecting, qualifying, opening and directing meetings, building desire, negotiating, closing and managing on-going Clients, we believe that a salesperson today needs far more.

To be a successful salesperson the subtle skills of building rapport, establishing common ground, communication rationale, managing emotions and agreeing expectations has a bigger role to play, along side all the basic sales techniques.

To ensure success across the two areas our Programmes are EQ orientated. Thus helping you secure sales by knowing how to understand the driving beliefs and emotions that facilitate your customer's decisions.

Aims

Following the normal steps of the sales cycle the Programme is designed to ensure that your sales people.

- understand the sales cycle and what role EQ plays
- maximise results from all communications with Clients and Prospects
- gain advantage by correct understanding of the emotions involved in sales
- recognise and direct the results at each stage of the sales cycle
- develop the skills necessary to achieve these results

Benefits – to the organisation

- Numerous studies show that EQ orientated businesses get consistently better results.
- Rapport building becomes an unconscious competence.
- Basic skills are redefined at the most subtle levels.
- Normally hard to take peer feedback, becomes a sort after process.
- Sales people begin to enjoy their prospecting.

Who Should Attend

Sales professionals wishing to hone their existing skills and learn new psychological based tools. Salespeople wishing to gain better results in the ever-diverse area of selling.

