

Benefits Selling & Social Styles Workshop

Overview

Selling is a structured process and implies essential communication techniques. Presenting arguments with high added value to the customers is one thing. Adapting the speech according to the person, as a human being now, is another thing.

In other words, the professional and efficient sales person needs to add that supplementary dimension to his/her sales speech. Not only being able to understand needs and provide an answer to those needs, but also recognizing specific communication preferences from the people on the other side of the table.

Purpose

This workshop is designed to provide commercial representatives the necessary understanding and tools in order to adapt their speech to the person in front of them according to his/her social style.

Workshop Topics

- What is a Social Style?
- What is a behavior and how to recognize them?
- How is the Social Style DISC® model organized?
- What can we combine in Sales and Social Styles?
- How to recognize quickly the Social Style of my client?
- How to adapt to the Social Style of my client?
- How to bring an added value to the sales conversation that my client does not see, due to his/her Social Style?
- What do we need to adapt in our sales material?

Who should participate

Anyone directly or indirectly involved in the "sales" process: Sales reps, Account Managers, Sales Managers, Etc....

Methods

Participants learn through a combination of theory, discussion and interactive activities.

Workshop length

It is recommended that participants attend the one-day version of this workshop.

Two pre-requisites are needed for this workshop:

1. Follow the Benefits Selling Workshop
2. Complete online the DISC® questionnaire.

Information sheet