



PURPOSE

Selling is a structured process and implies essential communication techniques. Presenting arguments with high added values to the customers is one thing. Adapting the speech according the person, as a human being now, is another thing. In other words, the professional and efficient sales person need 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 recognize specific communication preferences from the people on the other side of the table.

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 his/her social style.

Benefit Selling & Social Styles

STANDARD AGENDA (Most agenda's are adapted to your specific situation)

- 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 is 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?

