

Customer-oriented selling

Dealing with Customer Types

Seminar objectives

The participants

- Get to know the different dimensions of behaviour of the DISC®-Typ personal development profile
- Will understand themselves and others better by a new framework for looking at human behaviour
- Get a new focus of self-understanding and improve their relationships to their customers
- Recognize their behavioural patterns and attitudes
- Will improve their customer relationship by selling more individually and customer-oriented
- Will have more efficient dialogs with their customers
- Will get further knowledge how to deal with difficult customers

Contents

- DISC® – Personal Development Profile
- Key Characteristics of the four behavior dimensions
- Strength and weakness of the characters
- DISC®-Type sales strategies
- Suggestions for interaction with the different client's DISC®-Type style



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days