

Success in Selling

Consolidation of Knowing Customer Types

Seminar objectives

The participants will

- Deepen their knowledge on different forms of client behaviour
- Define the do's and don'ts during discussions with the different behavioural types
- Work out the strengths and weaknesses of their own sort of person when dealing with time, and possibilities of improvement
- Recognize the influence of their attitude to life on their success
- Be able to react professionally to client's objections
- Be able to improve preparations for client discussions

Contents

- Do's and don'ts for various types of client
- Time management of different types of behavioural patterns
- Optimisation of own time management behaviour
- Positive thinking and self-responsibility as the basis for success
- Professional answers to client's objections
- Preparation for client discussions
- Award of contract discussions



Methods

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

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days