



WORKSHOP BACKGROUND

ARE GOOD SALES PEOPLE BORN OR TRAINED?

While some people have a natural instinct to understand people's needs and resonate through attributes such as good looks, charm and likeable interpersonal skills, sales skills can be developed in most people.

This workshop is not to train, but to develop sales people and improve their skills to:

1. Make them aware of the personality differences between people and give them insight into their own personality traits.
2. Give them a wider choice of paradigms or internal reference points to work from.
3. Understand the relationship between people's needs and their buying behaviour.
4. To help them understand how to analyse the product or service they are selling and match this with the client's needs.
5. And to finally close the sale.

In summary, to give the salesperson models of human behaviour to apply during the sales contact.

MASTERING THE ART OF SALES

AIM OF THE WORKSHOP

To **IMPROVE** the performance of salespeople.

GOAL OF THE WORKSHOP

After the completion of the workshop the participant will be able to :

- **ANALYSE** clients personality traits and select the appropriate approach to the client.
- **FRAME** their own attitude more appropriately to be a more effective salesperson.
- **LISTEN** effectively and analyse the needs of the client and match these needs to the needs of the client.
- **LEAD** the client to a positive outcome, which is where the client buys the product that suits his or her needs.

THE METHODOLOGY

- 1 Adult Learning.**
Adults learn differently. They need to understand the framework; they learn from participation, and they learn from discussions.
- 2 Workshop.**
This is not a typical classroom and lecture format. The presenter is a facilitator who introduces new models to the participants to enable them to better understand their own experiences and apply these models when selling products or services to their clients.
- 3 Team Building.**
Because of the format, this is also an ideal vehicle for building teams, as people will have fun together, share their experiences, and leave with common models and approaches.