



## SALES WORKSHOP

This Sales workshop focuses on the most important ingredient in the selling process - the people involved, rather than the product or service being marketed. It is taken as read that sales staff have comprehensive product knowledge, and believe their product or service to be highly marketable therefore, the impetus needs is on the manner in which individual sales staff conduct their interactions. In order to be effective at selling, the Sales Team needs to understand what they are contributing (or not) to the sales process. This workshop looks at ways they can sabotage their own ability to sell, and gives them the tools to both recognise and counteract that. With the addition of the following 5 key components, **Communication; Negotiation; Selling; Motivation and Personal Accountability** - the Sales Team leave the workshop more equipped to sell to people in a professional and empowering manner.

## WORKSHOP OVERVIEW      **'Stop Selling – Start Helping'**

### **Communication**

Techniques for establishing rapport  
Using empathy as a tool

### **Negotiation**

Analysis of the 5 Negotiating Styles – and which type works best  
Assessing strengths, weaknesses and opportunities (both taken and missed)

### **Selling**

Identifying, managing and overcoming personal undermining /obstructive behavior  
Relationship Selling – Why it is vital and how to do it successfully  
Learning the 4 Personality Types – Why this is essential

### **Motivation**

Working with intrinsic and extrinsic motivation  
Techniques to escalate the right attitude  
The essence of motivation and visualisation

### **Personal Accountability**

Developing the 5 key Components: Awareness; Ownership; Formulation; Implementation and Follow Up