



★ Selling with Insight ★

Overview

Selling with Insight is designed to help salespeople and customer service providers gain insight into their own selling styles, their customer's buying patterns and the dynamics that make sales relationships effective.

Selling with Insight will give participants the knowledge to develop flexible skills to communicate differently with a wide variety of customers.

It consists of two sections:

1. A step-by-step guide through the completion of an inventory (a short assessment that will help identify personality strengths)
2. Skill-building activities to use this information to sell more effectively

Learning Outcomes

Participants will learn:

- ✓ the 'selling' strengths of their personality style
- ✓ how their primary style preferences affect their behaviour
- ✓ how to flex their style to establish tension-free relationships
- ✓ strategies for selling to customers with both similar and different personalities
- ✓ behaviours under stress that can affect selling situations
- ✓ likely perceptions of customers about you (positive and negative)
- ✓ in addition to other ways to increase their sales effectiveness

Delivery

Selling with Insight may be delivered as a stand-alone 2-hour course or as a part of a broader leadership program or team event.

Target Audience

Selling with Insight is appropriate for individuals at any organisational level who need to promote products and services to customers.

Information and Bookings

Please phone Plum Results on 02 6495 2656 or email admin@plumresults.com.au to request more information, check public dates or book an in-house course. To waitlist for a public course please visit www.plumresults.com.au/waitlist_13.html