

Attitudes and Sales Techniques

Needs

There is increasingly less differentiation between companies, products and services while competition is constantly on the rise across all sectors. Therefore, **the survival and success of Companies** increasingly depends upon the creativity and effectiveness of their sales team and of those who are in direct contact with the customer.

Content

Emotional Intelligence in Negotiation and Sales

- Self-motivation tools.
- Self-control tools.
- Empathy: How to positively influence customers, even difficult ones.

Proactive Sales Techniques

- Initiative/boldness.
- Tools to help prioritise between the urgent and the important.
- Activities planning.
- How to be creative in order to seek out the exceptional.

Developing Negotiation Skills

- Sounding out the customer: "listening with empathy" and questioning without "taking for granted".
- Selling benefits/added value: how to make an impact on the customer when presenting our products/solutions
- Knowing how to "sell the price": what to do when the customer asks for discounts, better terms and conditions, etc.
- Closure: ways of getting the customer to commit
- Dealing with objections

The Complaints as opportunities

- Dealing with difficult situations and different types of difficult customers.

"Upward influence"

- Practical exercises to achieve greater influence over everybody who can contribute towards commercial success.

How we must gain customer loyalty and make the customer work for us

Methodology

With a simple and entertaining style, the Trainers turn the training into a highly dynamic experience, creating an active and motivating working atmosphere that contributes to the learning process.

This programme can either be *open training* or *In-Company training*.

During these sessions:

The contribution of the Trainer is intertwined with the experimental presentations of the participants who present the rest of the participants with that which has been put into practice between sessions.

- The participants develop cases and real practices.
- The Trainer and the rest of the group analyse each participant's presentation and discuss the pros and cons of his/her actions.
- The Trainer provides constant *feedback* to the participants.

Without any doubt, this methodology fosters:

- High participation of the participants.
- Immediate application to real daily life of all that learnt.