



The Reluctant Salesperson

Win More Sales, More Easily, With Less Stress

Facilitator's Name: Gavin Meikle

Overview

Many people have a lot of negative associates with the term “Salesperson”, relax, this workshop is not about pushy hard, sell techniques. Quite the opposite, it’s about building effective consultative relationships where you help clients find effective and appropriate solutions to their problems. The techniques taught with help you to create what we call “**happy-happy deals!**” where both you and the client are delighted with the end result. Instead of selling, you will “**learn how to help your customers to buy.**”

Objectives

- In this workshop you will learn:
- How to build instant rapport with a broader range of customers and clients.
- How to recognise the “buying” style of your customer and quickly adapt your style to suit.
- How to use advanced questioning skills to really identify the customer’s unfulfilled wants and unmet needs.
- How to use the pleasure/pain principle to generate motivation in your customers.
- How to language your proposals so that they get through your customers filters first time.
- How to turn objections around using the power of reframing

Who should attend

This course is aimed at anyone who feels the need to be a more effective salesperson or influencer. Whether you are a salesperson or a manager, whether you are field or office based, there is something of value in this course for you. Many of the people who attend this course don’t like to think of themselves as salespeople although they do recognise the need to be able to “sell” their ideas, solutions or indeed themselves to colleagues, subordinates, bosses and customers. This course is for anyone who wants to sell more without coming across as pushy, aggressive or hard.



Programme

9.00 - 9.30 Registration

9.30 - 11.00

Building Rapport – The basis of effective sales.

- **What is rapport** and how do we recognise it?
- Ways to create rapport face to face quickly and easily.
- Building rapport on the phone or via email

11.00 - 11.20 Tea/coffee

11.20 - 12.50

Personality Styles

- Introduction the **Social Styles Model**.
- **What's my style?** Learning about your own style bias
- **Selling to the different styles**
- The Golden Rule of selling & influencing

12.50 - 1.50 Lunch

1.50 - 3.10

The Key to Consultative Selling

- **Avoiding** the trap of "premature pitching."
- Beyond open and closed questions – **Playing the frame game**
- **Clarifying the hierarchy** – What is the client really looking for?
- Using **the pain/Pleasure principle** to create customer motivation."

3.10 - 3.30 Tea/coffee

3.30 - 4.30

The best ways to language your proposals

- **The SAQ model** for simple proposals.
- The **Chain of Commitment Model**
- **Reframing Objections**
- **Closing The Sale** – Confirming a decision the customers already made.

Facilitator's details

Following a successful career in a multi-national pharmaceutical company in sales, sales training and sales management, Gavin has been operating as a freelance training consultant and speaker for the last 9 years. He is a qualified trainer and consultant in Neuro Linguistic Programming (NLP) and also practises as an influencing coach. He has run courses internationally and is a sought after motivational speaker.