



**1
DAY**

WORKSHOP

THE PSYCHOLOGY OF SELLING

This one day workshop will ensure the participants elevate their learning to what really matters in business – the sales conversation. It will enable salespeople to take their sales conversations to a deeper level, to connect and know where their prospects are on the buyer's journey, and positively impact revenue, profits and margin. It will allow you to sell to bigger companies.

WHAT MAKES THIS DIFFERENT?

Our approach addresses the behaviours and patterns of thinking that sabotages a salesperson's bravery in asking pivotal questions and the conviction needed to push back within the sales conversation.

KEY LEARNINGS

1. Employ consultative selling processes, tension building questions and rapport building skills
2. Learn to make the switch from chit chat and rapport building to business speak so that we can lead the conversation, rather than the buyer leading us
3. Identify key questions that will uncover the buyer's emotional reasons for buying which is stronger than any logical reason for buying
3. Remove the temptation to lead with product so as not to end up down the price path
4. Remove any potential objections and negotiate in a way that is aligned to your personal values and the business' values so that you maintain margin and a value- based outcome
5. Position product and price at the right stage of the sales and buying process and for the right amount
6. Understand the simplicity behind asking for the order, once the right information has been gathered through the right positioning and questions and the fears of 'closing' a deal have been removed
7. Create a plan for keeping in touch with the customer after the sale, provide WOW! moments that ensure loyalty and ongoing business, and strengthen your brand

This one-day workshop picks the conversation up after the prospecting has been done and taps into the initial face to face meeting where you are able to be more of a consultative salesperson vs transactional.

WHO WILL BENEFIT

- Salespeople who aspire to reach trusted advisor status
- Salespeople who tick all the hard skills boxes yet may have difficulty in holding margin, discussing money or being more commercial.
- Business owners who know they need to go deeper with their sales conversations to convert more business
- Sales teams who need to qualify their pipeline more fully

INVESTMENT

1 DAY - \$795.00 per person. Group rates apply.

FEEDBACK FROM 'BOOTS ON THE GROUND' SALESPEOPLE

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We have engaged the services of 3 Red Folders for three years in a row. Usually we engage them in our sales conferences and workshops, however of late we have expanded that engagement to include leadership coaching as well as in-field accompaniment with key salespeople, both locally and interstate. This has ensured our sales teams are more fully equipped to be competitive in the market to grow new opportunities and retain existing ones. ”

Socrates Cromdos
General Manager, Rain Bird Australia

Call Us Today on +61 3 9746 2171