

## Mastering Successful Sales Conversations

*Knowledge is Important, But How We Relate to Others Matters the Most*

When sellers genuinely care about buyers, respect their point of view, and act with authenticity, buyers not only respond, they tell their friends! This seminar teaches sales rookies and veterans alike how to build on their natural conversational style and innate values to create fruitful, long-term business relationships.

Participants learn how to use face-to-face communication skills to quickly build rapport, establish authentic trust and respect, create a collaborative sales relationship, effectively probe and refine mutual understanding, gain willing acceptance, build commitment, and lead their customer's decision making. A five-step sales communication process is provided.

### Content

- Why the biggest mistake in selling is not paying attention to buying
- Understanding buyer attitude and receptivity signals
- Creating naturally persuasive and influential relationships
- Master conversational sales skills of rapport building, listening, reflecting, probing, alignment, and raising
- Using triangulation to defuse problems and issues
- Building collaboration, consensus, and commitment
- Leading confident decision making
- Planning for successful buy/sell meetings

### Format

Breakout session formats of 60-90 minutes

This program is available half- to full- day seminar lengths

Custom tailoring is available for select industries and professions

Web delivery is available

