



## Workshop Overview

Would you like to instantly recognise the personality traits of your customers with a simple yet powerful tool? Identifying your customer's traits and working with them effectively means that you always meet their expectations. The result is continuous business.



## Benefits

Each delegate will receive a detailed, personal SDI©, Strength Deployment Inventory©, personality assessment report and will enjoy a powerful and fun day creating team morale and learning. The psychological model, the SDI©, used on the workshop is based on the concepts of Relationship Awareness ® Theory developed by Elias H Porter. Used with the permission of the copyright owner, Personal Strengths Publishing®

## Outcomes & Content

- ✓ Understand the 4 main colours of the SDI©
- ✓ Recognise a customer's colour instantly
- ✓ Appreciate own colour and impact sales style
- ✓ Subconsciously revisit previous customers
- ✓ Learn how to "borrow" character
- ✓ Practise selling to different coloured customers



## Who should attend ?

This workshop is ideal for those in business development, consultative sales or sales management who would benefit from dealing with customers and prospects more effectively

