



Workshop Overview

Would you like to instantly recognise the personality traits of your customers with a simple yet powerful tool? This one-day workshop introduces sales professionals to the different personality types that they are likely to meet in everyday situations. Instead of responding instinctively to these personality types and meeting the needs of some but not all of them, this workshop shows how to use a simple model of personality typing so that you can adapt quickly and always communicate with your customer in their preferred style.



Benefits

Rapport can be defined as a 'wavelength' you have to share with someone in order to sell. We'll teach you advanced techniques to develop and maintain rapport with everyone. The Masterclass takes you beyond matching needs to benefits towards understanding how to recognise people's decision-making strategies and how to get them into a 'buying mood'.

Outcomes & Content

- ✓ Gain a grasp of the 4 main colours of the SDI©
- ✓ Describe the personality traits of each one
- ✓ Be able to recognise a customer's colour
- ✓ Know your own colour and impact when selling
- ✓ Learn how to "borrow" character traits
- ✓ Master the ability to influence each colour
- ✓ Learn the 90:90 Rule
- ✓ Build durable rapport with customers in 10 min
- ✓ Learn how your customer makes decisions
- ✓ Elicit customer buying strategies and criteria
- ✓ Turn customer resistance around
- ✓ NLP Precision question model
- ✓ Use subtle NLP hypnotic closing techniques



Who should attend ?

Anyone who wants to enhance their ability to work effectively with others and to reduce the potential for conflict, particularly useful for customer facing and customer handling roles.

