

# SALES, INFLUENCE & PERSUASION

## Delivery Format



### Face to Face Group Workshops

Maximum 12 participants  
1 day



### Live, Virtual Group Workshops

Maximum 10 participants  
1 day

## Who Should Attend?

This workshop is designed for those who interact with clients, customers and stakeholders on a regular basis. It's also highly recommended for anyone who:

- ✓ Works directly or indirectly in sales
- ✓ Wants to be more influential with colleagues or clients
- ✓ Needs to regularly pitch ideas or concepts to internal or external audiences
- ✓ Is a senior manager or executive
- ✓ Has leadership, or line management responsibility
- ✓ Creates or supports business cases for their organisation
- ✓ Manages relationships, projects or project stakeholders
- ✓ Aspires to manage or lead a team one day
- ✓ Wants to create a more dynamic, loyal and energised workplace
- ✓ Wants to develop themselves as a more competent and effective colleague or manager

## Workshop Overview

This introduction to selling, influence and persuasion is designed to increase participants' ability to sell or promote a product, idea or concept more convincingly. Using tried and tested models and techniques, we focus on the psychology of sales and how to build sustainable relationships with internal and external customers, clients and stakeholders.

Brilliant as a generic workshop, this course really shines when we can create a bespoke offering based on clients' specific circumstances. Ask us how we can make this the most valuable day for your participants and organisation.

## Key Objectives

Participants will leave the workshop with strategies and practical actions to:

- ✓ Capitalise on the key concepts of the psychology of sales
- ✓ Win and retain customers and clients through sustainable 'relationship selling'
- ✓ Demonstrate excellent listening and powerful questioning skills
- ✓ Clearly outline a product or service's features, advantages and benefits
- ✓ Ethically help their customers and clients through appropriate cross-selling and up-selling
- ✓ Confidently and professionally overcome objections using simple techniques
- ✓ Create compelling sales conversations using the sales funnel
- ✓ Select the most effective closing technique for the situation
- ✓ Recognise and apply proven techniques to influence others
- ✓ Establish the preferences of others quickly and flex their style to have greater influence
- ✓ Create a plan for being more influential with their internal and external network
- ✓ Apply practical techniques to ethically persuade others
- ✓ Use the words and phrases proven to be the most persuasive to sell their ideas and concepts to others more effectively

This upbeat, interactive workshop equips participants to understand the emotional and logical aspects of selling, whether this is a product, service, idea or belief. Enjoy a full-day of practical techniques to ensure you get your ideas heard above the noise.