

Adapting a Flexible Selling Style

Learn how to enhance your sales skills through a greater awareness of sales behaviours that get results.

Course Leader: Salma Shah, Beyond

Who is it for?

This course is aimed at sales, account managers, pre-sales, marketing and services.

What is it about?

During a sales opportunity have you ever wondered why you seem to relate better to some prospects and not others? Have you ever asked yourself "Why don't they get it?" when an idea, conclusion or plan of action seems *obvious* to you? Have you ever walked away from a sales opportunity clueless as to what went wrong?

- Why do some sales opportunities and meetings end with a 'No' without a clear explanation?
- Do some sales presentations hit all the right notes while to a different audience the same messages are totally off key?
- Are some sales cycles dragging on much longer than they need to?
- Do you only have one way of selling?

The Myers Briggs Type Indicator (MBTI) is the most widely used instrument for understanding individual differences - differences that can be the source of much misunderstanding and loss of business opportunities for companies

How do you benefit?

Delegates attending the course will develop an understanding of:

- different personality types and their thinking and learning styles
- the motivation and behaviour of self and others
- identifying potential 'blind spots' this to understand how their behaviour impacts others
- learn how to adapt to become more effective with customers and colleagues
- tips for managing and resolving conflict

Course Overview

- Overview of Myers-Briggs
- What does it mean to be my type?
- Getting along with other customers who think and behave differently
- Presenting to a diverse audience
- Tips on reducing the sales cycle
- Negotiation to win

Before The Workshop

You will be asked to complete the Myers-Briggs Type Indicator, a 93-question assessment that gathers personal preferences. The online assessment takes about 15 – 20 minutes. We'll need your results 14 days before the workshop for scoring and publishing.

During the Workshop

The results of each person's MBTI will be provided to you at the workshop in a personalised report. These results are confidential to the recipient. However, there's tremendous value in sharing this information, and participants virtually always do so

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration:	One day
Time	09:30-17:00
Fee	Intellect members £295+VAT non-member £495+VAT

