

Highly Interactive *online* Trainings



... on Sales

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1. Negotiation Skills in Sales

Unleashing your full negotiation potential

It needs a lot of time invest to acquire customers, analyze the needs, send out proposals, etc.

Finally, when you are in the negotiation phase you need to close the deal with best conditions for your company because if you lose the deal you lose all the future sales plus all the already invested time.

Goal of this Live Online Training is to equip you with tools and techniques to successfully lead negotiations as well as how to deal with objections in the negotiation phase.

After attending this Live Online Training, you will...

- **lead negotiation** more successfully
- **handle objections** more professionally
- close sales deals more **profitably**

Design of the Live Online Training

Set-up	4-hour virtual session (e.g. via WebEx, Skype for Business or Zoom)
PreWork	As <i>PreWork</i> you prepare 1 lost and 1 won negotiation real life example. And highlight the reasons for losing or winning. Please bring those examples to the virtual session.
Course flow	You <ul style="list-style-type: none">▪ work on your examples from the pre-work▪ gain input from the experiences of the trainer▪ share ideas and experiences in the group

PostWork

As *PostWork* you have the option to get together with a learning partner (virtually or physically) to reflect on your practical experiences while implementing and intensifying your learnings).

Registration Information

Group size	max. 10 participants
Prerequisites	No prerequisites for participation

2. Selling to different personality types (DISC)

Building strong relationships with your customers

Customer Bonding as well as new customer acquisition always relates to customer relationship building. If you have a strong relationship it is easier to close a sales deal and it is harder for your competitor to enter

Identify your own selling personality. Learn how to identify the personality type of your customer. Adapt your relationship building to the needs of your customers personality type. In this training we use the highly recommended DISC Model to identify the different customer types.

Goal of this Live Online Training is to strengthen your customer relationship skills and to enable you to lead sales talks more customer related.

After attending this Live Online Training, you will...

- know your own **sales personality**, strength and weaknesses
- identify the **personality type** of your **customer**
- **adapt your sales talks** to the needs of the different customer types to strengthen the relationship building

Design of the Live Online Training

Set up 4-hour virtual session (e.g. via WebEx, Skype for Business or Zoom)

PreWork As *PreWork* you fill out a DISC Questionnaire. This questionnaire is sent to you 1 week prior the virtual session. Please bring the questionnaire to virtual session

**Course
flow**

You

- work on your questionnaire
- gain input from the experiences of the trainer
- learn how to adapt your communication to the needs of the different customer types

PostWork

As *PostWork* you have the option to get together with a learning partner (virtually or physically) to reflect on your practical experiences while implementing and intensifying your learnings).

Registration Information

Group size	max. 10 participants
Prerequisites	No prerequisites for participation

3. Solution Selling and Buying Center Analysis

Selling solutions to different stakeholders in the buying center

Solution oriented sales delivers a strategic benefit to a compelling event of the customer. It solves a customer's problem. Due to that fact the salesperson needs to address this strategic benefit to different stakeholders in a customer organization and buying center. To be able to do so you need to analyze your customers organization, find about the buying center, identify the power map and work on convincing argumentation for the different functions in the buying center.

Goal of this Live Online Training is to equip you with a professional Buying Center Analysis template as well as Power Map Chart to assess the Buying Center of your customers organization.

After attending this Live Online Training, you will...

- implement the **Buying Center Analysis** in your sales toolkit
- identify the Buying Center and **Power Map** of your Customer
- discuss the **contact and sales strategy** related to your Buying Center Analysis

Design of the Live Online Training

Set-up 4-hour virtual session (e.g. via WebEx, Skype for Business or Zoom)

PreWork As *PreWork* you fill out the Power Map Chart. This chart is sent to you 1 week prior the virtual session. Please bring the Power Map Chart to the virtual session

**Course
flow**

You

- work on your Power Map and Buying Center Analysis
- gain input from the experiences of the trainer
- learn how to build up contact and sales strategies related to your Buying Center Analysis

PostWork

As *PostWork* you have the option to get together with a learning partner (virtually or physically) to reflect on your practical experiences while implementing and intensifying your learnings).

Registration Information

Group size	max. 10 participants
Prerequisites	No prerequisites for participation