Colouring in Your Buyer

The Secrets to Client Based Selling

"Just wanted to thank you for the recent sales skills training I really enjoyed it and I know my team mates did too Have started putting into practice and some of the tips really work . Thanks once again"

The One Day Workshop will enable you to:

- Gain a firm grasp of the 4 main colours of the SDI© and describe the personality traits of each one

- Be able to recognise their customer's colour quickly and efficiently

- Appreciate their own colour and how this impacts on their style of selling

- Subconsciously re-visit previous customers to see how they might handle the sale diffently

- Learn how to "borrow" character traits of customers to build a strong rapport and to move the sale along speedily

- Practise selling to different coloured customers under Forum Theatre style role play

- Take away a comprehensive workshop manual giving almost 100 tips on how to deal with customers of the 4 main colours.

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.

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

Excellent relationships means more business and a happy customer.

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

Book your Workshop now and receive a free eBook covering the content

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