SP-STIL - Understanding and improving your own selling style

Soft skills - Sviluppo organizzativo e Coaching -

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: • Learning how to understand the selling style of each participant • Understanding the purchase strategy of the client • Encouraging self-analysis to understand the reasons of gained and lost sales Audience: Representatives and vendors, with at least one year of working experience, that wish to better understand their own selling style, in order to handle it effectively according to the clients' purchase style.

Programma

The sales dimensions
• Knowing the product, the client and the competitors

Sales and communication
• Laying the foundations of trust
• How to listen and how to ask
• The persuasive use of language

Approaching the client
• A guide to sales interview
• Understanding the purchase motivations of clients
• The driving forces behind purchase

Presenting the product / service
• Scenario, situation, solution, explanation
• Improving demonstration by involving the client

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Styles and strategies of vendors
• The dimensions of the most common style
• The orientation of the vendor towards:
• the product
• the people
• the “take it or leave it” approach
• the selling techniques
• the problem solving
• Comparative analysis of participants’ ideas about selling
• Managing objections:
• causes
• objectives
• how to overcome objections
• Presenting the price
• Sales closing methods and techniques
• Test to define the selling style of each participant

Stili e strategie di acquisto del cliente
• The elements that affect the purchase strategy of the client
• The strategy of the client, oriented towards:
• a defensive position
• excessive purchase
• buyer reputation
• problem solving
• How the styles of the vendor combine with the purchase styles of the client
• The evaluation and comparison between the ideal selling strategy and the actual one