TV-TPV - The technique of sales psychology

Soft skills - Comunicazione e Psicologia Comportamentale - Leadership e comunicazione

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

Descrizione del corso

Objectives: The course focuses on behavior techniques to successfully manage a discussion, basing on relational psychology, behavioral psychology and NLP.
Audience: • Salesmen, representives • Sales managers • Area managers

Programma

The principles of NLP
• Introduction to neuro-linguistic programming
• Verbal assertiveness techniques
• Anchoring
• Questioning techniques
• Responding to objections
• Justification
• Reflection
• Paraphrase

Before the meeting
• Profiling
• Telephone communication
• The use of emails
• Materials

Introduction to sales discussion
• How to prepare for the meeting

ITCore Group

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- Timing and rituals
- The loyal consultant
- The mask and the iceberg
- The smooth sphere
- The presentation
- Business cases
- The objectives
- Trust
- The sale
- Most common mistakes
- Noises

Managing the meeting

- Developing the interest
- Collecting the information
- Questioning technique
- The pre-closing technique

Arranging the offer

- Study and arrangement of the offer
- The database and the customer file
- Arranging the offer: object, price, warranties, limits, time, penalties, extras
- Contractual aspects: services, quality control

Presenting the offer

- Presenting the offer
- Anchoring and placement strategies
- How to encourage the purchase
- Presentation and trial
- Responding to questions and objections

Closing

- Preparing for closing
- Signs of interest, dilatory signs, signs of indecision
- Strategies that the clients use at this stage
- Discussing the price
- The closing action

Objectives and communication
- The Johari window
- Positions
- Motivations
- Understanding the others
- Planning the objectives
- The win-win perspective

The key points of negotiation
- Strenght and gentleness
- Space
- Consistency
- Listening
- Verifying expectations
- The profile of the opponent
- Negotiation plan
- The counterpart
- Stakeholders and invisible powers
- The competitive and collaborative strategies
- Presenting the case
- Questioning technique
- Requesting technique

The experience-oriented sale: from theory to practice
- From the need to the desire to buy
- Using the senses
- Sales tools
- Let’s try to sell a product or service of your company

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