TV-TVE - Technique and psychology of ethical sales

Soft skills - Comunicazione e Psicologia Comportamentale - Leadership e comunicazione

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

Descrizione del corso

Objectives: • Taking stock of one of the most important business function • Understanding the techniques for a consultancy approach to handle complex negotiation • Acquiring the right sensitivity and motivation in the different stages of the commercial contact • Developing an effective communication with the client • Closing the purchase under the best conditions in order to maximize profitability and improve the level of trust and the retention of the client Audience: • Sales managers • Account executives • Salesmen

Programma

Clients' needs
• Who is our client?
• The analysis and the influence of the client purchasing cycle: the GRID model
• Listening skills as a key for a high-quality purchase
• The right questions to identify the typology and the needs of the client
• Becoming the partner of the client

Not only words
• Communicating or informing?
• Listening or hearing?
• How to be understood

The role of the vendor

- What does the vendor do?
- Five top skills for an effective vendor
- Vendor motivation
- Sales approach
- Action plan

The moment of truth: starting, conducting and closing an ethical sales negotiation

- Key concepts for ethical sales practices
- The economic theories that underlie ethical sales practices
- The stages of ethical sales practices
- The circle of trust

Practical exercise

- Defining vendor motivations and predominant values
- Identifying the selling style
- Role Playing