



communicatingforsuccess



Sales and Customer Service Professionals

Expand your skillfulness and success in building and sustaining relationships multiply your results

For Building High Performance Organizations

Achieving sales effectiveness is more of a journey than a destination

Effective Sales and Customer Service is about successful interactions between sales people and prospects, service representatives and customers. The kind and quality of connection between seller/service provider and client/customer makes all the difference in the success of a sale or the loyalty of a customer – with a direct impact on the bottom line.

Developing effective sales and service relationships requires an understanding of how one's own behaviours impacts prospects' decisions and influences customer response. It is strategically valuable to understand the unique preferences and perceptions of individual clients/customers.

With such insights, sales and service representatives are equipped to more accurately observe behaviours, appropriately handle objections, and build more successful long-term relationships.

In the one-day Communicating for Success workshop, Sales and Customer Service representatives will gain practical insights into their own style, how it impacts interactions with others, and what they can do to adapt their natural style to the styles of those with whom they are seeking to develop successful business relationships.

Every client & customer interaction has the potential to improve or detract from overall business results

Workshop Objectives

- Learning to use communication skills to cultivate repeat business, increase purchasing, and create customers who will remain loyal to your business
- Understand which Style responds best to your own – and how to adjust your Style to maximize prospect and customer potential
- Learn why prospecting activities with certain types of clients has not been successful in the past and how you can improve your approach to qualifying, presenting and closing in the future



- Identify specific approaches with current clients which will improve the quality of your next meeting and shorten the overall sales cycle
- Understand your own natural Style (both its strengths & challenges) and learn how this impacts your role & results
- More quickly creating rapport, building trust and establishing credibility with prospects and customers

“Customer service is no longer a department in your organization . . . it is the lifeblood of your business”

Seminar Topics

In this highly interactive workshop, you will experience self-discovery, group discussion, role playing, and “next-day” application.

- Understanding Communication Styles – and their unique behavioural patterns
- Learning how Styles impact the quality and success of client/customer relationships
- How to tell the Style of clients and customers – and why!
- Why did they say that? – anticipating client/customer responses
- Making “profitable” adjustments – creative ways to immediately build strong rapport with prospects and customers
- Recognizing how Style impacts customer loyalty
- Preventing lost opportunities due to unintended miscommunication
- Increasing the ratio of closing prospects and turning new customers into long-term clients



“Successful selling is, conceptually, quite simple. It’s creating mutually valuable long-term relationships with clients and customers . . . the challenge, as always, lies in the execution”



Our one-day consultative seminar is designed for professional sales and customer service people to help them meet the behavioural needs of their prospects, clients and customers. The powerful insights and skills developed in this workshop can be quickly and easily integrated into any prospecting, presentation and negotiating environment.

Participants are provided with:

- A comprehensive Communicating For Success Manual for use during the session and on-going reference thereafter
- A personal profile that will help you to understand how your personality influences your communication style & success, and outlining how you can interact more effectively with others
- A full day debrief for your group of sales and customer service professionals (ideally 10 to 20 participants)

