



INFUZED
Empowering Business

INSales Training - Integrity Selling Series

How to sell without selling your soul - Module 2. ENGAGE

This module will help you to learn how to ENGAGE your clients quickly and how to progress your potential clients to the next stage in the sales process.

Topics included:

- An in depth look at how to engage others quickly
- An in depth look at the four key personalities styles to help you effectively engage your potential client/audience.
- A self-test sheet to identify what personality style you are and how others in your business fit with your personality.
- An opportunity to practice how to identify key indicators to assess what personality style others might be
- Introduction/refresher on the three main learning styles – visual, auditory and kinaesthetic and how this impacts on your success in being able to engage others.

Learning outcomes:

- You will learn the key techniques to engaging others quickly to dramatically improve your lead capture results
- You will understand why it is vital to ENGAGE others before you try selling your product/service or idea.
- You will learn how to sell yourself to new prospects in your own natural way and achieve better results
- You will gain a deeper understanding of the complexities of personality styles and where you fit in the four quadrant mix
- You will also understand how personality clashes can affect your selling ability and what to do if you clash with a prospect/client or others in your work
- You will understand the best ways to work with conflicting personalities both internally and externally & how to adjust to achieve better results

Who should attend:

This module is designed for small business owners, managers and/or salespeople who want to learn the basic techniques in learning how to sell to your prospective clients/audience.

Course Duration & Time

Half Time: 9am to 12.30pm