

C U S T O M C O U R S E

Relationship Selling Workshop



DTS International

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Why Relationship Selling?

The key to selling is rapport. Salespeople that can't build rapport quickly starve. How much business is your sales team missing out on by not building rapport quickly with their prospects? Relationship selling is about knowing your own sales style, identifying your prospects buying style, and adapting your sales presentation to suit.

Doug Malouf is known as one of the top sales trainers in the world. He has delivered over 2500 corporate presentations and there are more than 300,000 people worldwide using his ideas. Doug has authored 9 books, including the best selling **How to Sell Stacks and Stack of Anything**. His other titles are around communication, presentation and customer service.

Purchase any of Doug's books: <http://dtstraining.com.au/products.html>

What is Relationship Selling?

The research indicates that 90% of sales are lost in the first minute of a sales call. Relationship Selling is about a salesperson's ability to build rapport and communicate ideas to their prospect.

In this workshop you will learn:

- To understand your own behavioural/sales style
- To identify and understand your behavioural selling strengths and weaknesses
- To identify and understand buying behaviours of prospects
- To adapt your communication/sales style to close more business
- To present information to the 4 behavioural styles
- To understand and implement the concept of "Behavioural Flexibility"

This interactive workshop has been designed to give salespeople the basic tools to success. Participants leave with new selling skills that can be implemented immediately.

Who Should Attend the Relationship Selling Workshop?

The Relationship Selling Workshop has been designed so that it can assist those new to selling and the selling professional. The people that will benefit include:

- Business Owners
- Managers
- Team Leaders
- Salespeople
- Customer Service Agents

Workshop Format

The Relationship Selling Workshop involves participants becoming attuned to their behavioural style and the style of those around them. This Workshop can be delivered in a number of formats (1 day, 2 day, or split half days) all of which follow a basic structure:

Session One

- Understanding your own selling style
- The research around behavioural selling

Session Two

- Understanding your selling strengths
- Becoming aware of your selling limitations

Session Three

- The 4 buying behaviours
- How to identify each behaviour
- The driving force behind each buying behaviour

Session Four

- How to sell to the 4 buying behaviours
- Adapting your own selling style to that of your prospect
- Preparation and follow up for the 4 buying behaviours

Note: The session content and length can be customised to include examples specific to your business.

What Do I Get?

As a part of this program each participant will receive:

- **A copy of the best selling “How to Sell Stacks and Stacks of Anything” book**
- **A Personalised 24 Page DISC Profile**
- **Certificate of Completion**
- **Customised Workbook**
- **A DTS International Accredited Facilitator**

Ask us how this course can be licensed to be run in house by your own internal trainers!

Call us now to book your own Relationship Selling Workshop for you and your sales team

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This workshop will empower participants to understanding one's selling style and the impact it might have on others is an paramount to sales success. By teaching a simple yet powerful model of communication this workshop provides participants with practical skills to improve their ability to relate to, persuade and interact with others.

Each participant will receive a customised workbook, a copy of the best selling book *How to Sell Stacks and Stacks of Anything*, a certificate of completion, a personalised 24 page behavioural profile and an accredited facilitator for the duration of the workshop.

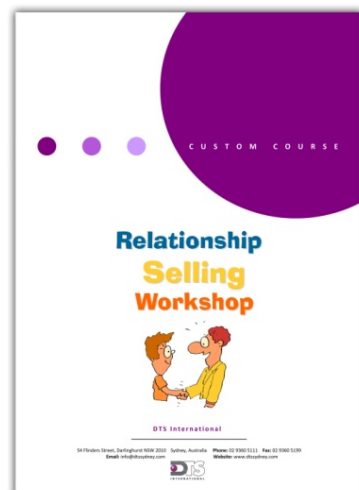
Results and Benefits

Relationship Selling is about a salesperson's ability to build rapport and communicate ideas to their prospect. The Relationship Selling Workshop assists participants in becoming more attuned to their behavioural style and how to adapt to relate more effectively to their prospects. This workshop is delivered in a 1 day or 2 day format.

In this workshop participants will learn:

- **The Barriers to Effective Communication**
- **Your Preferred Communication and Sales Style**
- **How to Identify Others Preferred Communication Style**
- **How to Adapt Your Style to Sell More Effectively**
- **Understand and Implement "Behavioural Flexibility"**

**Know yourself,
know others,
and increase sales**



To find out what this workshop can do for you and your team. Call us today!

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