

One-on-One Communications

This workshop focuses on the subtle craft of managing customer perceptions. The goal is to ensure your customer perceives your propositions in the way that gives you the greatest advantage throughout the entire sales process.

Participants are introduced to some of the most powerful tools in the psychological armoury, looking at the ways they can be focussed into critical areas to create positive results. This event is designed to cover complex psychological teaching in a simplified way and with a clear focus on using this knowledge to build and manage customer relationships.

The workshop also explores how to manage things when they go wrong, using techniques such as framing, re-framing, anchoring and state management.

Your team will learn how to build trust with all key decision-makers, by exploring beyond the business issues to understand their personal styles and emotional priorities.

“We are not animals. We are not a product of what has happened to us in our past. We have the power of choice”.

STEPHEN COVEY

This is achieved through presentations of concept and models by the facilitator, a series of group discussions and exercises to practice the concepts as they are covered. There are also video clips throughout the session to further illustrate the concepts and bring them to life.

The event is divided into four sections;

1. What makes you tick?

Covers the subject of perception and why it is important in the sales cycle. It explains why people, despite receiving the same signals and input, can interpret things differently. It describes the process of how people filter information based on the experiences that each person holds, which set the scene



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for what they pay attention to. It explores what it means to them and what they do with the information. It also deals with the importance of ensuring that the message has been received as the giver intended and offers participants the tools to effectively test that this has happened.

2. What state are you in?

Develops the theme of how important it is to get customers into the “right state” to ensure that they are receptive to your ‘sales’ message. It discusses how the actual words used can make a major difference to the outcome of a conversation. This module will also discuss personality types, the relevance to sales, and how to recognise and deal with them.

This section also covers the subject of rapport, explaining why it is important and giving participants practical ways to help build rapport with customers.

Each person has preferences in the way in which they gather information, make sense of it, and store their experiences internally, and these preferences are often evident in the language that they use. Understanding these and being able to present information in the most appropriate way will help the sales team establish rapport with their customers.

3. Overcoming obstacles

Discusses and offers a number of practical ways to help participants overcome customer objections. The way people look at something will determine what conclusions or decisions they reach. The concept of “framing” as a way of describing this phenomenon is explored in this section. Participants are shown how they can identify the frame a customer may be using in a given situation and, if necessary, how to change it so that the customer becomes receptive to the message.

4. Performance

Participants will analyze what it takes to become a great performer in the eyes of their customer. “Essentially the only way to elevate someone from ‘customer’ to ‘advocate’ status is to replace customer satisfaction with customer delight, by offering a quality of service that exceeds expectations” (Adrian Payne). This module discusses this topic and offers participants practical ways to create customer delight.



Duration

This is a one-day event.

“We chose ICDL because of their original approach, which focuses not only identifying who to sell to, but also on the personalities of the individual customer contacts.

JOE FRANCIS, DIRECTOR WORLD WIDE SALES OPERATIONS, STREAMSERVE INC

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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