

Seriously Fun™ Sound Bites Learning Objectives

Selling Series

Selling with Style

By the end of this workshop, the participants will be able to:

- Identify their *Social Style™*
- List the strengths and weaknesses of their style
- Using a Skill Guide Card, identify the *Social Style™* of challenging customers
- Explain the concept of Versatility and how to apply this concept in the field

Selling to Needs – Bringing Value

By the end of this workshop, the participants will be able to:

- Identify and self assess “consultative” versus “selling” skills
- Use effective questioning techniques to identify and sell to customer needs
- Itemize the value-added programs and services they offer customers to differentiate them from the competition

Getting to the “Real” Objection

By the end of this workshop, the participants will be able to:

- Self assess listening skills and identify common listening mistakes representatives make
- Identify assumptions representatives make that could be preventing them from getting at their customer’s real concerns
- Confidently ask a limited number of focused questions to efficiently clarify objections
- Ask questions to provoke thought and challenge customer indifference

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Communication Skills

Interactive Presentations -- Planning

By the end of this workshop, the participants will be able to:

- Use a four step process to prepare a presentation
 - Audience analysis/setting objectives
 - Planning a dynamic introduction
 - Building the body of the presentation and creating effective visuals to support their message
 - Create a memorable conclusion

Interactive Presentations – Execution

By the end of this workshop, the participants will be able to:

- Create dynamic openers and compelling conclusions
- Effectively use visuals (PowerPoint, flipcharts, handouts, detail aids)
- Use interactive techniques to engage the audience

Active Listening

By the end of this workshop, the participants will be able to:

- Deal with barriers to listening; watch and listen for verbal and non verbal cues, identify the impact of perception on one's ability to listen
- Deal with challenging listening situations
- Paraphrase, clarify, probe and practice

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Relationship Building

Leading without Authority – Foundational Principles

By the end of this workshop, the participants will be able to:

- Strengthen relationships and build trust with people they are trying to influence
- Identify the qualities of a leader and the fundamental facts about people that affect how to influence them

Leading without Authority – Clarifying/Questioning/Value Exchanges

By the end of this workshop, the participants will be able to:

- Clarify goals and the benefits for themselves and the people or group they want to influence
- Ask questions to secure information, uncover and deal with concerns and identify the “valued exchanges” that you can use to influence the person or group

Leading without Authority – Application

By the end of this workshop, the participants will be able to:

- Influence upwards (managers, head office contacts)
- Apply the Influencing Model to a customized case scenario

Selling in a Multicultural Environment - Introduction

By the end of this workshop, the participants will be able to:

- Define cultural terms: culture, cultural values, stereotypes, generalizations, and attribution
- Identify their own cultural bias and cultural knowledge gaps so that they can become “students” of their customers’ cultures
- Communicate verbally and non-verbally to avoid misunderstanding, and build rapport

Selling in a Multicultural Environment - Application

By the end of this workshop, the participants will be able to:

- Identify their own work and thought patterns so they can relate them to other cultures
- Apply the Platinum Rule to customers from different cultures

Prescription for Success -- Connecting

By the end of this workshop, the participants will be able to:

- Make a winning first impression that opens the doors to strong relationships
- Use three key strategies for creating rapport that builds relationships
- Approach people and introduce themselves and others
- Feel comfortable making conversation in any business setting

Prescription for Success – Projecting the Right Image

By the end of this workshop, the participants will be able to:

- Project a professional business image by choosing the right clothing and accessories
- Host or attend a business meal with confidence; avoid the five major dining faux pas

Prescription for Success – Communicating

By the end of this workshop, the participants will be able to:

- Use their voice to project power and confidence
- Use six telephone techniques that enhance communication
- Avoid the five biggest e-mail errors that hinder communication

Other Possible Seriously Fun™ Sound Bite Topics

- Time Management -- Work/Life Balance
- Conducting/Facilitating Meetings
- Competitive Intelligence
- Working Conventions/Exhibits