
COURSE DESCRIPTION

CHV129 – Personality in Sales

Course goal

By means of a self-assessment, you know your own preferred selling style and experience how this affects the selling process. The course shows individual solutions for you to increase your effectiveness in the different phases of the selling process.

Main learning objectives

Upon completion of the course, you will be able to

- recognize your strengths and weaknesses in all phases of the selling process
- quickly recognize the preferences and communication styles of your customers
- adapt more effectively to your customers and thereby establish sustainable customer relationships.

Participant profile

Employees who work in the selling process, or in upstream or downstream business processes such as development, product management, fulfillment or service etc., and who wish to optimize their selling competencies.

Prerequisites

Interest and willingness to question your own competence and identify your individual development potential in selling. Willingness to share selling experiences with other participants.

Topics

- Creation of the Insights Discovery profile – My Personality in Selling
- The six phases of the selling process
- The four color preferences in sales
- Reflection on the strengths and challenges of the participants in the different phases
- Identification and adaptation to customers' preferences
- Case studies: How to establish a sustainable customer relationship
- Development of an individual development plan

Course type

This is a face-to-face class room training with min. 12 and max. 15 participants.

Learning methods and tools

Self-assessment – Insights Discovery profile creation, learning dialog/group discussions, individual and group work with case studies **Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

1 day