THE SKILLS FARM
growing you

SOCIALLY INTELLIGENT SELLING

Our Sales Skills Development Workshop

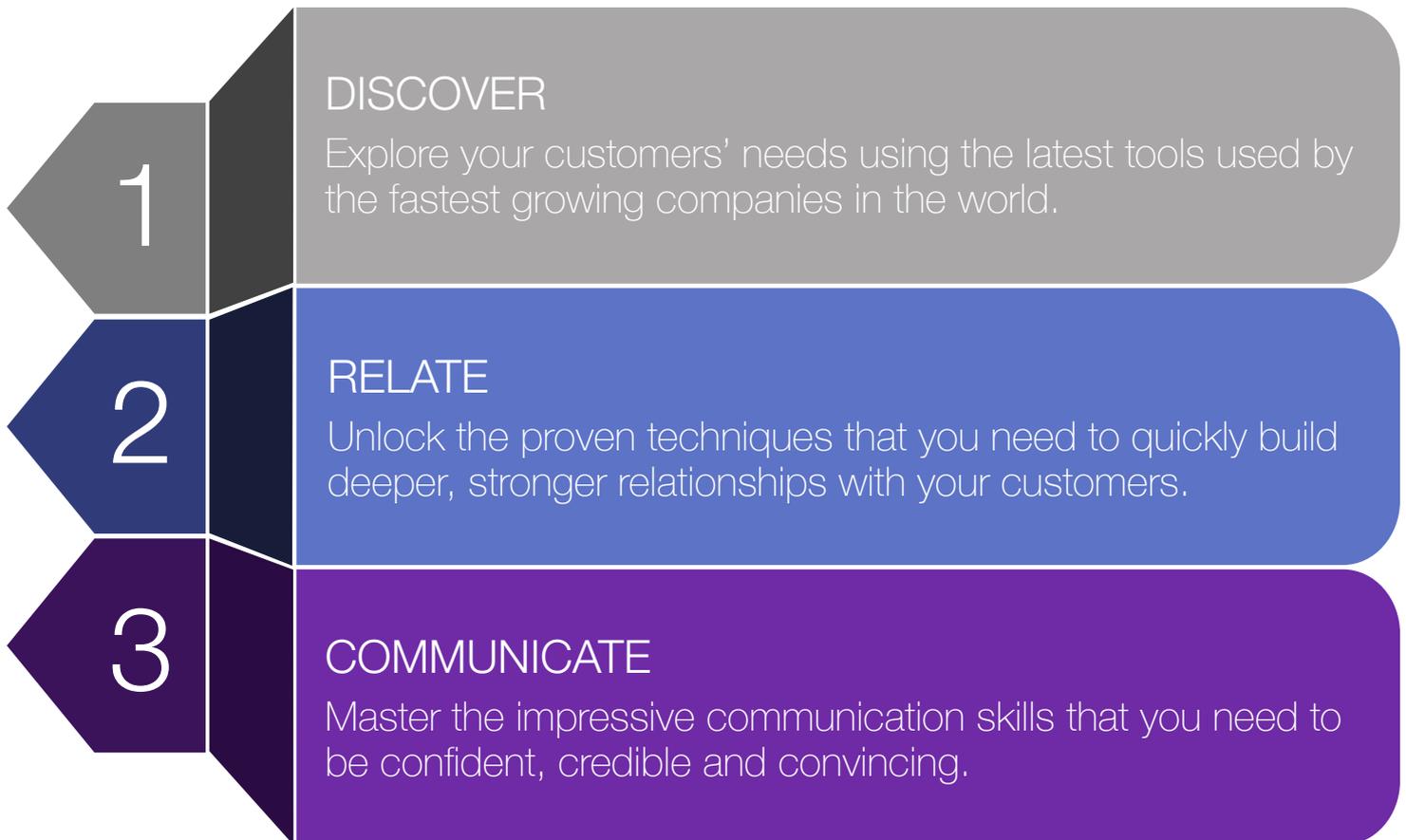A **two day** high-impact workshop designed & delivered by our **award-winning** sales specialist.

"The customer's perception is your reality."

- Katie Zabriskie

This is your invitation to become a socially intelligent sales professional…

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Our Three Step Sales Skills Programme for Sales Professionals.

1

DISCOVER
Explore your customers' needs using the latest tools used by the fastest growing companies in the world.

2

RELATE
Unlock the proven techniques that you need to quickly build deeper, stronger relationships with your customers.

3

COMMUNICATE
Master the impressive communication skills that you need to be confident, credible and convincing.

It's time to step into the sweet spot of selling.

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What additional skills do you need in order to have a distinctive edge when it comes to selling?

Why is this right for you?

You want to increase your conversion rate, get existing customers coming back for more and ensure they recommend you to their family & friends.

You want to get better at educating your customers by up-selling and cross-selling.

You want to be able to confidently handle objections & concerns whilst being more influential and persuasive when negotiating and closing a sale.

What does it fix?

Your sales team are order takers and only respond to what the customer asks for.

Conversion rates are below target, and opportunities to up-sell higher value products and cross-sell associated products are regularly missed.

Sales to existing customers are lower than they should be and there are glaring inconsistencies in the sales results of team members.

Selling is done by the book, not from the heart.

"The customer's perception is your reality."

Katie Zabriskie

What will it give you?

We'll give you the skills you need create more sales opportunities and the confidence to close the sale every time. Along the way, you'll discover how to flex your own selling style.

This action packed two day workshop will ensure that you walk away having practiced the skills that you'll use every day when cross & up-selling and uncovering real value for your clients. You'll learn advanced influence and persuasion skills to ensure success in every sales conversation.

Packed with the proven and powerful techniques used by the some of the most successful sales teams at IBM, Apple and Google, this workshop will change the game for you.

With **Socially Intelligent Selling** you will…

…discover how to map your client journey and understand their buying behaviours at a deeper level.

…identify ways to link the advantages of your products and services to your clients' needs & desires.

…apply techniques to up-sell and cross-sell your products and services based on your knowledge and understanding of your clients needs.

…examine your personal power and identify opportunities to increase your credibility, conviction and charisma.

…analyse and learn to flex your communication style to influence a range of clients across a variety of communication channels.

…discover a framework for influencing your clients, handling objections and concerns and achieving buy-in and agreement.

…understand and use the latest practices in rapport building to continually strengthen relationships with your clients.

…practice and apply advanced listening and questioning skills to further uncover your clients' needs & expectations.

…learn a powerful formula for saying "no" in a way that safeguards the relationship.

…adopt the latest neuroscience techniques for becoming more persuasive.

…learn and practice using a range of best-in-industry techniques for closing a sale with confidence.

…come away understanding the importance of offering a consistently exceptional client experience from initial contact, through to signed contract and beyond.

A — PRE-WORKSHOP ACTIVITIES
Complete two revealing self-analysis exercises and arrive ready to learn new sales & influencing skills.

B — TWO DAY WORKSHOP
A face-to-face, on site, highly practical training course designed to maximise the learning experience.

C — ON-THE-JOB LEARNING
Follow-on self-directed workplace development with accountability to each other.

This is your invitation to learn how the fastest growing, yet most respected companies on earth sell…

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Back in the workplace, learning is nothing without implementation.

WE ENSURE CONSISTENT FOCUS ON WORKPLACE PERFORMANCE
Practice and stretch to achieve dramatic results, quickly.

WE SET UP ACCOUNTABILITY GROUPS ON EVERY WORKSHOP
Producing a group of committed learners sharing a clear & common goal.

WE ENCOURAGE PARTICIPANTS TO ACTION PLAN & STAY IN TOUCH
Combining their ongoing experiences so that they can learn from each other.

What makes us different?

We are master trainers.

An impressive 93% of participants apply what they learn within 3 months of attending our workshops.

We've been designing and delivering high impact leadership workshops for IBM, Apple, Google, Ericsson and Deloitte for over 14 years.

We created The Skills Farm to transform the way that you communicate with, engage and inspire the people around you.

Now it's your turn to make an impact that matters.

ilm
Recommended

All our workshops are recommended by The Institute of Leadership and Management.

This means everyone who attends our workshops gets free unlimited access to over 3000 of ILM's leadership resources for a full year.

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A two day action packed programme with plenty of hands-on practice which means that learners get actively involved in everything they learn.

Conveniently scheduled and located to fit your business needs.

SOCIALLY INTELLIGENT SELLING

Sales Skills
Development Programme

£249 + VAT
per participant per day
(min 6 / max 8 participants)

Personal development workbook & video included.

Learn from the award winning leadership skills trainer from Apple, IBM, Google, Deloitte, and Ericsson.

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