

Communicating to Influence Buying Decisions

Adapt Your Selling Style to Maximize Sales Results

The ability to communicate skillfully is perhaps the most important ingredient for success in today's workplace. Powerful communication skills can propel you along your path to career success. Use questioning and active listening skills to assess and identify your customer's communication style.

Modify your own style to build commonality and rapport effectively and ultimately influence buying decisions. Develop your self-leadership, as well as assess and adapt to differing personality styles and values with CPSA's Communicating to Influence Buying Decisions. This interactive program will teach you how to improve your communication style for maximum clarity to achieve greater sales results. You will be required to complete an online personality type questionnaire, which offers you insights into your communication style and provides a framework to help you develop effective strategies to assert yourself in order to persuade others.

Who Should Attend

- Professionals at all levels of the organization
- Past participants of CPSA's Professional Selling, Strategic Account Management, Professional Sales Management, Effective Negotiating Strategies or Sales Coaching for Success
- "Who want to communicate" skillfully with their clients, prospects, and colleagues by adapting to different personalities, communication styles, and personal preferences to: Professionals at all levels of the organization

Key Course Benefits

- Identify and adapt your own personality style to your buyer's to maximize sales results
- Develop your ability to confidently use a variety of communication styles to solve problems
- Establish rapport to gain cooperation and acceptance of ideas
- Build trust and commitment on important values
- Apply communication skills that empower others and stimulate high performance
- Increase your persuasion skills through effective influencing techniques
- Understand client's needs for better service

Course Content (2-day program)