

The Psychology of Sales (O)

Who Would Benefit

All sales professionals who have a clear understanding of the sales process and how it works and are looking to expand their knowledge of the psychological and creative aspect of selling.

Course Overview

This programme builds on the essential knowledge and skills delegates will require for successful sales planning and explores the psychological and creative aspect of sales to generate extra revenue. The programme content will examine the 'people' element of selling in great depth, highlighting powerful and effective sales tools at your disposal. The content is designed to enable delegates to utilise new and innovative approaches helping them to achieve their sales objectives and increase the average sale value they achieve.

CPD Points: 30

Course Category: Sales

Recommended No. of Days: 5

Course Location: Public courses are held at The Hilton, East Midlands Airport. In house course location to be determined by client

Course Dates: Programmes are delivered throughout the year, please call us to discuss the best option for you

Cost per delegate for Open Courses: £1995 + vat

The Course Includes:

- Current understanding of sales process
- The psychological aspect of selling
- Why people buy
- Mind games
- Powerful communication channels
- Creating the right environment
- Building sustainable relationships
- Body language
- Influencing for results
- Multiple decision makers
- Different buyer and personality types
- Controlling the balance of power
- Ensuring repeat business

Learning Outcomes

At the end of this programme the delegate can:

- How to understand and manage different buyer types
- Communicate powerfully and influence for results
- Interpret and explain body language
- Adapting and flexing your approach
- Control the balance of power