

## BEHAVIORAL SELLING

"Everyone is a salesperson. Everyone is selling something every day but people buy from the people they like"

- Bill  
Bonnstetter

### Introduction

Behavioral Selling Skills workshop teaches sales professionals how to understand behaviors in the sales process. This workshop focuses on the all important but many times ignored front-end processes of prospecting, research, designing and actually making the sales presentation. The workshop also covers all important aspects of human behaviors that influence relationship building and communication.

### Objective

- Become aware of your behavioral style
- Recognize your customer's behavioral style quickly
- Be able to adapt for greater appreciation, communication and understanding
- Learn your strengths & weaknesses as a salesperson
- Learn the styles to which you naturally sell well...and which are costing you sales!

### Methodology

The workshop will be delivered in focused modules with lots of exercises and practice opportunities. Structured learning will be employed during the workshop and will include, but not be limited to Instructor led sessions, Role Plays, Games, Tests & Quizzes and Action plan for participants to work on strategizing customer focus.

### Duration

16 hours

### Batch size

Maximum 16  
participants

## Workshop Profile

Behavior Selling Skills workshop is designed to help the participants discover their unexamined behavior. People feel "right" about a decision when their own natural motivation for buying is the predominate force. The workshop is a way to directly access that force by understanding customer behaviors.

The workshop will enable the participants develop an **understanding of the sales process**. There will be insights into the **behaviors impacting the selling styles**. The workshop will also cover aspects on **cold calling, prospecting; identify the Features, Advantages and Benefits (FAB)** in the offered product or service. Participants will be taken through **selling etiquettes, objection handling** and the importance of **building relationships**.

