

## **Process Selling Seminar® : Building Business through Professional Selling**

**"If you want them to listen to what you say, talk their language." Taibi Kahler, Ph.D.**

### Who should attend ?

Commercial and Sales Managers wishing to Increase Sales, Increase Profitability, Improve Quality and Increase Value , Increase Customer Satisfaction, Increase customer loyalty, Reduce Distress , Improve Morale and Job Satisfaction.

### What will I learn ?

By applying the techniques and principles in The Selling Process™, you will be able to assess quickly your clients perceptions and favored communication channels, their psychological needs and their sales motivators.

Also the seminar focuses on you – your personality, your sales perceptions, your character strengths, your psychological needs, and how you can use your personal resources to stay charged up and ready to sell effectively.

### Outline :

- • Introduction to Process Communication®
- • The Six Perceptual modes
- • Sales Perceptions
- • Perceptual Frames of Reference
- • Personality Parts
- • Personality Parts and Personality Types
- • The 5 Channels of Communication
- • Channels & Perceptions
- • Personality Condominium
- • Personality Structure
- • Personality Phase
- • Sales Motivators : Psychological Needs
- • Personality Phase & Psychological Needs
- • Determining your Client's phase
- • Customer's Phase and Selling Keys, Attributes, Amenities and Attitudes
- • Customer Distress Sequences
- • Customer Phase Problem Solutions
- • Salespeople are Human too...
- • Closure and Evaluation

*Led by a certified PCM® Trainer*

### Summary :

The 3-day SELLING PROCESS™ Seminar will enhance your natural ability to understand your customers in completely new ways; and help you to effectively sell your services or products to a variety of clients. The training will focus on the positive parts of personality, teaching you not only to assess your client but also how to do this in a way which invites continued growth and ongoing relationships. Our ultimate goal is effective communication, satisfied clients, increased sales and an increase in your own self confidence and energy.