



## NeuroSales Programme: *'Keeping Your Transactions in Mind'*

**Duration: 2 days**

### Programme background and overview

For decades now we have been trying to find a real solution to successful selling, it all started with the 'hard sell' which primarily involved selling to people whether they really wanted to buy or not! This had limited success and created a very bad and rightly deserved image of salespeople.

Fortunately, things then moved on, and we started to adopt the consultative approach, finding out what people really need (primarily their own or their businesses 'pain points') and then matching a solution to those needs, thereby relieving the pain. Sales people became solutions seekers.

This process has worked successfully for a number of years, but of course like all 'systems' experienced buyers know what to expect, they can see what is happening in the sales process and they learn how to counter it, or just switch off from it. Of course the consultative approach is still relevant, but it needs to be overlaid with other interpersonal skills to maximise its effect.

Behind these (and other) sales systems, there has always been the belief that 'people buy from people', and to a very high degree that is true, as long as the people who are buying:

- are available to talk to you (no procurement blocks or on-line bid processes);
- are in the market to buy (have a need);
- like what you are offering (fits their needs);
- can see the value of what you are offering, and
- have the authority and budget to make the final decision to buy.

Therefore, it is a given that research is critical in the sales process as well as finding out critical and valuable insights into the buyers market, to demonstrate our knowledge and understanding.

Of course, we can always take the: 'create the need' approach, but this also takes research to identify potential needs that the business requires, which they have not yet identified (this is run as a separate programme). If all the elements above are in place, it is a level playing field for suppliers. The differentiators then, are the service levels each can supply, the price Vs value, and finally: **the business relationship between buyer and seller.**

'People do buy from people', and it is the starting point of any successful transaction, so we have to consider why that is the case.

This is where the power of Neuroscience and NeuroSales comes firmly into play. Building initial rapport, and developing that rapport (where you have face-to-face dialogue) is critical to the modern day sales approach.

## **HOW CAN NEUROSCIENCE HELP WITH YOUR SALES SUCCESS?**

Neuroscience helps from two 'key' perspectives: firstly, it helps you to understand yourself and your preferred behaviours when selling, how others perceive you, and how you respond in different scenarios (when you are in your comfort zone, during your daily routines and when under pressure or stress).

Secondly, it helps you to identify the feelings, needs, behaviours and potential responses of a buyer. These are the two critical elements, which, if fully understood and implemented professionally, will define a successful salesperson. It enables you to adjust your sales style accordingly, and helps you to build rapport quickly and genuinely.

## **HOW DO WE MEASURE YOUR SALES STYLE?**

We use our unique tool PRISM Brainmapping, which measures '22' different areas of behaviours, aptitudes and core traits; and indicates the four distinct sales styles, which are all critical in the sales process; it gives you a very clear picture of your preferences and how you can develop them. It recognises that people can adjust and develop in any role (if they want to), and it gives you the indicators as to how to do that.

## **PRE-PROFILING**

All delegates that attend this programme are profiled on-line, prior to attending the event. This produces a report, which is used throughout the programme, so that it is very relevant to each attendee!

## **WHO SHOULD ATTEND THIS PROGRAMME?**

All salespeople who have face-to-face meetings with buyers. Sales managers who want to find a system to develop their sales teams. Buyers who wish to learn how to develop their rapport building with suppliers to gain maximum benefits.

## **KEY BENEFITS?**

- Each delegate will come away with a clear understanding of their personal sales style; they will also have an understanding of other people's styles.
- A measurable action plan will be put in-place for their personal professional development.
- Each delegate will be asked to bring onto the programme, the details of an existing or prospect account, where they have had dialogue with the buyer. They will develop an action plan going forward for this account in terms of developing and enhancing the relationship with the ultimate aim of growing or winning the business.

## **PROGRAMME CONTENT**

- The overall objectives of the programme
- How sales have changed over the years
- Not all sales processes are about relationships (how these differ)
- What can we influence, what we cannot?
- The starting point of any sales planning: RESEARCH
- Having a clear sales and marketing plan (the right targets)
- What is Neuroscience (the background)?
- How can it support the sales process?
- Understanding how people think in different situations
- What is rapport? (from a business perspective)
- Looking at your personal profiles
- Having an understanding of the '22' behaviours in the profile
- The four distinct styles and their fall back positions

### **WORKSHOP – Discussing the profiles**

#### **END DAY 1**

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#### **DAY 2**

- How each preferred style thinks and behaves
- Communicating with the styles

- Do personalities have any bearing on the process?
- The right approach and the wrong approach for each

### **WORKSHOP – Practicing communicating with the styles**

- Reviewing your existing account or prospect (profiling)
- What are the indicators for the type?
- How do you currently deal with this client?
- What changes would you make going forward?

### **WORKSHOP – Practicing the new approach**

- Negotiating with the different types (considerations)
- The mistakes to avoid when negotiating (with all styles)

Please note: we only touch on negotiating, as this is separate programme;  
delegates must have completed this programme first.

### **END DAY 2**

### **STYLE OF THE PROGRAMME**

The programme will be fast moving, with breakout sessions and workshops. We have built in time to enable frequent discussion and for case study examples.

**To enroll on this programme please contact:**