

### Target audience

- Sales executives
- Anyone who needs to present a case to a customer

### Pre-requisites

- Previous experience in sales

### Objectives

- Learn new sustainable, ethical methods for persuading customers
- Develop customer-focused attitudes and behaviour patterns to build loyalty
- Build self-confidence and your personal resources

### On-the-job benefits

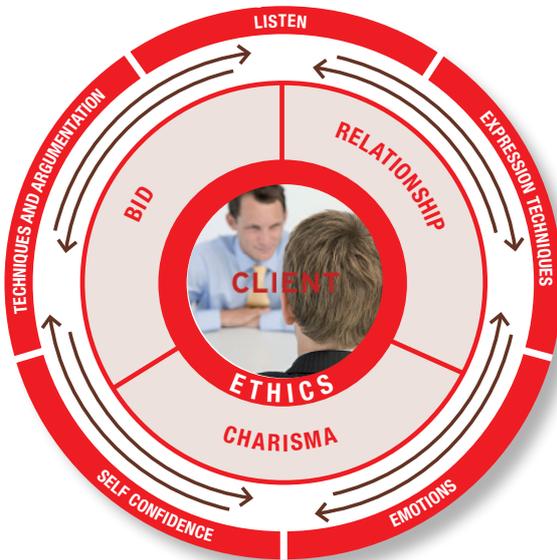
- Greater self-assurance in business dealings
- Greater efficiency in delicate business situations
- Greater self-confidence

### Benefits for the company

- Higher sales and margins
- More customer trust
- Higher customer loyalty
- A modern corporate image (in part based on its ethical approach to business)
- Dedicated teams embracing meaningful, shared values

## Special features of this course

### Leveraging business persuasion



#### How ethics leverages persuasion:

- > Leaving your agenda to one side to listen openly
- > Carving out the solutions that your customers really need
- > Presenting solutions attractively, without manipulating your audience
- > Sharing genuine emotions

#### How self-confidence enhances your credibility

### High-impact exercises to harness the six keys to persuasion

#### Jammin'

*Role-play: a 'sales executive' team probes a 'customer' team to fine-tune its sales pitch:*

- > Decoding the customer's environment and personal stakes
- > Building a winning offer

#### 'Lift' game: 30 seconds to sell

*Delivering your message:*

- > Making a case fast
- > Using your voice and body language to boost your impact

#### The presentation for the 'adjudication panel'

*Role-play in three groups (two 'sales-executive' teams and one 'adjudication panel'):*

- > Using speaking techniques to promote your offer
- > Gaining advantages over a rival

#### The FRANC method

*Microsituations in groups of three:*

- > Building genuine relationships with customers

# Programme



## Two 30' e-learning modules +

## Two-day classroom course +

## Three 30' e-learning modules



### The art of persuading through listening

- ❑ Incorporating the five stages of persuasion into your arguments.
- ❑ Using the benefits of listening to help you persuade others.
- ❑ Reassuring your customer that he is being listened to and understood.
- ❑ Mastering the power of questioning to encourage the customer to think in a more mature way.
- ❑ Reinforcing your argument with active listening.



### Convincing customers with a winning offer

- ❑ Identifying the factors involved in your customer's act of buying.
- ❑ Adapting your offer and your arguments to cement your credibility.
- ❑ Using comparative arguments in an ethical way to convince your customer when faced with an offer from a competitor.
- ❑ Structuring your offer in a way that convinces effectively.

### 1\_ An ethical approach to convincing and persuading

- Convincing and persuading: two complementary sales approaches
- Five keys to persuasion: listening, sales techniques, speaking skills, emotional sincerity and self-confidence
- Five steps to customer decision-making

### 2\_ Make listening your prime lever for convincing

- Using the SAFI method to uncover needs and generate desire for change
- Active listening techniques: empathy and rephrasing

### 3\_ Winning over customers with winning offers

- Building a winning offer: comparative argumentation
- Taking the customer's environment and personal stakes into account
- Adapting to the decision-making group

### 4\_ Using your speaking skills to promote your offer

- Using communication techniques to give your presentation more punch
- Influencing without manipulating
- Using your body and voice for greater impact
- Making an effective presentation to adjudicators

### 5\_ Nurturing a genuine bond with the customer

- The importance of emotions in the decision process: the emotional curve
- Putting the customer's negative emotions into words
- Expressing your own negative emotions, using the FRANCO method

### 6\_ Developing self-confidence

- Building up your positive beliefs
- Emotional rebalancing
- Reframing the stakes



### Using formal power to encourage debate

- ❑ Playing on the irrational aspects to reinforce your customer relationships.
- ❑ Using expression techniques to reinforce your power of persuasion in sales.
- ❑ Reinforcing your power of persuasion using non-verbal communication.
- ❑ Maintaining your influence through continual interaction.



### Using emotions to build trust

- ❑ Being aware of the role of emotions.
- ❑ Managing the customer's negative emotions.
- ❑ Expressing your own negative emotions.
- ❑ Using positive, true emotions.
- ❑ Encouraging the customer's positive emotions at the conclusion stage.



### Developing your charisma in difficult situations

- ❑ Deciphering ineffective behaviour that can damage credibility.
- ❑ Three tools to help you develop your self-confidence and charisma.
- ❑ Reinforcing your personal impact during the prospecting phase.
- ❑ Consolidating the sale during the negotiation phase.
- ❑ Techniques to help you be assertive in difficult situations.

## Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course