

Personality Based Selling

Reading & Adapting to Styles



Sharon Roberts
Roberts & Roberts
Associates



Description

Master the secrets of personality based selling and your closing rate will soar. In this advanced, skill-building seminar you will learn valuable techniques to quickly develop rapport and avoid communication “disconnects” that can kill the sale—whether selling to women, men, or couples. Discover how to see and hear yourself through the eyes and ears of the client. Learn techniques to avoid counter-productive and costly personality “misreads” that derail your message and cost you countless sales. Also, learn how to adapt your style to the client’s personality style, without appearing insincere and losing your personal identity. Each participant will complete a self-assessment that will profile their personal relating and communicating style.

Key Outcomes

- Applying the Shaw Principle to Personality Based Selling
- Understanding your own personality style and comfort zone
- Quickly assessing your client’s personality style and comfort zone when face-to-face or over the telephone
- Identifying what each style values when making purchasing decisions
- Identifying what irritates each personality style—avoiding inadvertent disaster
- Adapting your style when dealing with couples and differing personalities
- Understanding and managing personality styles in tense situations
- Understanding the style-related “must-haves” to close the sale

Other Information

Recommended Attendees:

- Sales Managers and Sales Professionals
- Service Managers and Service Techs
- Dealer Principals and General Managers
- Office Managers and Office Staff

Prerequisites: None

Duration: 1-day

Delivery Method: Classroom, led by Sharon Roberts,
author of *Selling To Women & Couples*

Testimonials

“Fun, creative, interactive. Learned how to effectively read and relate to people.”

“Opened my eyes. The whole seminar was food!”

“I liked how you were able to get group involvement but also provide individual help as needed.”

“This seminar will help me better understand my clients and how to respond to and react to their relating and communicating style.”

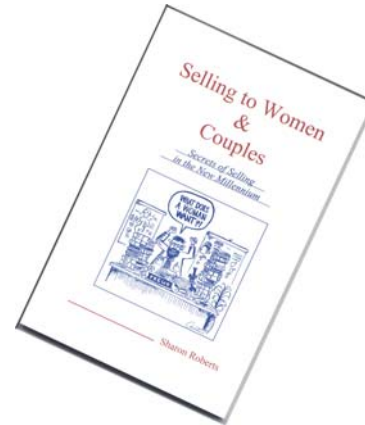
“I enjoyed Sharon's enthusiasm and passion about the information she provided.”

Take-Away Skills That Grow Profit & Sales



High Impact Speeches & Seminars

Selling to Women & Couples
We've Got to Talk: What You Need to Know About Brain Sex
Silent Signals/Body Language
Powerful Painless Presentations
Customer Service: The Winning Edge
Negotiating Without Confrontation
Managing Conflict & Confrontation
Personality-Based Selling & Managing
Project Management for Contractors
Lessons in Leadership
From Luminaries & Lunatics
Getting It On The Calendar: No More
Ballpark Pricing



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