

**SELL, COLLABORATE & INFLUENCE**  
**to Create an Irresistible Sales Experience**



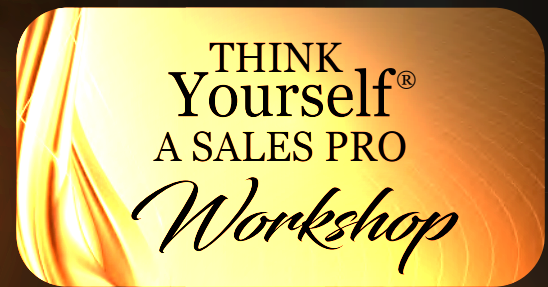
THINK  
Yourself®  
A SALES PRO  
*Workshop*

[www.thinkyourself.com](http://www.thinkyourself.com) - [nathalie@thinkyourself.com](mailto:nathalie@thinkyourself.com) - 778-899-0260

THINK  
Yourself®  
ACADEMY



# SELL, COLLABORATE & INFLUENCE to Create an Irresistible Sales Experience



Have you ever heard :  
“Selling is difficult  
and daunting.”

or:

“Selling makes me  
feel pushy.”

Whether they belong to the marketing, accounting, production or sales department, everyone in your organization is involved in selling. You can have the best product or offer the most outstanding services, but if you don't know how to sell them, your business is not going to survive.

Certain sales techniques work with certain people but not with everyone. This workshop teaches your team how to use the STYLE-L.I.S.T. personal assessment tool to identify the personality style of their prospective buyer. Knowing the buyer's style helps them adapt their communication and sales strategy to match their style, create a better rapport, understand their needs better, and understand what drives them to purchase. It can ultimately help you position your entire company as the solution to their specific problem.

Discover how adding four dimensions to the way your employees sell your products and services will generate a higher sales conversion rate, skyrocket your customers' satisfaction scores, and dramatically increase your client retention and referral rates. They will leave the workshop with easy-to-apply skills, a revamped understanding of their relationship with money, and a new mindset about the way they see themselves as Sales Pros.

## KEY MESSAGES

- ◆ **Understanding Your Buyers:** Discover the four buyer personality styles using the STYLE-L.I.S.T. Personality Assessment Tool: The Leader, the Influencer, the Supporter and the Thinker.
- ◆ **The 6 Levels of Success:** Understand the 6 levels of a person's self that need to be addressed to build trust and a successful relationship that ultimately leads to a sale.
- ◆ **Finding Customers:** Identify your key networking and lead-generation opportunities.
- ◆ **Follow-Up, Follow Through:** Learn specific behaviors to: Systemize the sales process and ensure a constant stream of new leads, follow-up with on-going leads, and retain customers for life.
- ◆ **Sales is Listening:** Improve your employees' listening skills so that clients feel heard and appreciated. Adopting a solving, partnership mindset, instead of a "selling mindset" makes a huge difference from the buyers' perspective.
- ◆ **Mindsets of the Sales Pro:** Transform limiting beliefs about sales that can result in people thinking that selling is overly daunting or that selling makes them feel pushy. Understanding what is important for each style of buyer will increase the probability of closing any sale.
- ◆ **Sales is About Trust:** Understand who your client is in order to build a trusting relationship.
- ◆ **Sales Motivation:** Understanding your clients' motivation will ensure your sales team emphasizes the benefits most relevant to the client.