

Communicating to Influence Buying Decisions

Adapt Your Selling Style to Maximize Sales Results



How do you effectively assert yourself in order to persuade others?

Develop your self-leadership, as well as assess and adapt to differing personality styles and values with CPSA's Communicating to Influence Buying Decisions. This interactive program will teach you how to improve your communication style for maximum clarity to achieve greater sales results.

Who should attend

- Professionals at all levels of the organization who want to communicate skillfully with their clients, prospects, and colleagues by adapting to different personalities, communication styles, and personal preferences
- Past participants of CPSA's Professional Selling, Strategic Account Management, Effective Negotiating Strategies, Professional Sales Management or Sales Coaching for Success

Benefits

- Identify and adapt your own personality style to your buyer's to maximize sales results
- Develop your ability to use a variety of communication styles to solve problems
- Apply communication skills that empower others and stimulate high performance
- Increase your persuasion skills through effective influencing techniques

Content

- Elements of Self-Leadership: values that drive you
- Understand Personality Styles: self-perception, rapport, decision-making
- Risk Factors and Trust in a Business Relationship: golden rules
- Communication Skills: from "No" to "Yes" the power to persuade
- Goal Setting: guidelines and time mapping

2011 CALENDAR

Toronto May 11-12 • Oct 19-20

CPSA Members Save \$100!

Register to establish the rapport that gains cooperation and builds trust.

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