

## **Increasing your sales performance with EQ (II) – Closing and Influence**

Now that you have completed your training “Increasing your sales performance with EQ (I) – Data Mining”. Is time to move on to the second part, “Increasing your sales performance with EQ (II) – Closing and Influence”.

### **What can you expect?**

In this program, we will focus on the application of emotional intelligence competencies of self-awareness and emotional management to help you manage challenging selling situations. An in-depth exploration and understand of the customer buying cycle, “continuation VS advancement”, buying center analysis and influencing principles allowing you to experience how you can shorten the selling process and get to the finishing point before your competitors does. We will show you how to handle objections and rejections and bounce back with more energy and determination.

### **The Increasing Sales Performance through EQ (II) – Closing and Influence cover the following topics:**

1. Emotional intelligence and its application.
2. The five stages customer buying cycle used by successful Multinational companies with turn over amounting to billion of US dollars.
3. How to fast track your sales process?
4. Understanding and influencing key stake holders.
5. Building trust with customer.
6. Building rapport with customers.
7. Handling setbacks and rejections.
8. Bouncing back to actions.

**At the end of this two-day workshop, you will:**

- 1) Achieve clarity of self-awareness of your emotion and what drive your actions.
- 2) Learn techniques to manage one's emotion in diffusing tensions in challenging selling situations.
- 3) Be introduced to the customer buying cycle and how it impacts your sales performance.
- 4) Learn how to increase your productivity by working on customers' buying cycle.
- 5) Learn what are the key differences between "continuation" and "advancement" in sales.
- 6) Learn how to fast track your sales process.
- 7) Understand the different roles in the customer buying center and what each of them really want.
- 8) Learn how to influence your customer with sincerity by:
  - Applying the first principle of influencing people.
  - Building rapport with your customers using latest discoveries in neurosciences.
- 9) Understand what empathy is and why having it is good for sales and learn ways to develop empathy for your customers.
- 10) Develop a growth mindset to handle rejections and challenges through the Flip It game.

**Target audience**

Sales and marketing professionals who have completed "Increasing your sales performance with EQ (I) – Data Mining"

**Workshop size**

14 to 20