



BUYING STYLES WORKSHOP

Selling the Way Your Customer Buys!

<p>Why it works:</p>	<p>Sales people lose revenue every day because they sell using a style that is different from their customer's buying style—then wonder why they lost the sale! This course offers tools that participants can put to use right away, enabling them to recognize why their selling approach causes certain people to move to action, while the same approach turns others away! Unlock powerful catalysts designed to create effective customer and teambuilding skills that help participants understand themselves and others.</p> <p>Our branded PDI (practical, dynamic and interactive) methodology includes <i>practical</i> tools designed to increase participant's sales ability, and <i>dynamic</i> instructors who not only teach the material, but are instinctive and proficient users of the techniques. For this reason, Leadership Strategies instructor certification program is extensive. Our courses are always <i>interactive</i>, brimming with relevant exercises including a 26-page customized DISC profile that not only determines each participant's buying style, but outlines how to tailor their unique strengths to meet others buying style needs.</p>
<p>Learn how to:</p>	<p>Maximize sales by adapting to how other people communicate and by selling to people the way they want to be sold to. Recognize buying styles including how to read visual, non verbal, answering machine and e-mail clues. Increase one-on-one communication effectiveness with peers, subordinates, customers and prospects. Determine your natural style, learn clues for reading other people's styles and apply methods for interacting more effectively with buying styles that aren't like your own.</p>
<p>Ideal for:</p>	<p>Entire sales forces, associations, financial planners, law firms, franchise organizations, customer service call centers, consultants, any organization employing sales people without rigorous training, organization representatives seeking to enhance their effectiveness in selling their products by improving their communication.</p>
<p>Duration:</p>	<p>Premier Level: 2 Half-day sessions, customization, and follow-up coaching</p> <p>Standard Level: 2 Half-day sessions and customization</p> <p>Streamlined Level: 2 Half-day sessions</p>
<p>Objectives:</p>	<ul style="list-style-type: none"> ■ Recognize the different buying styles of prospects and customers ■ Reinvent the way you communicate to other buying styles ■ Identify your buying/communication style ■ Apply buying styles to working with prospects and customers ■ Classify buying styles and behavior of prospects/customers ■ Translate body language, dress and office style of prospects/customers ■ Practice adjusting buying styles in: Writing, Sales Introduction, Presenting, Customer Service and Handling Objections ■ Apply buying/communication styles to working with prospects and customers
<p>Agenda:</p>	<ul style="list-style-type: none"> ■ Importance of communication buying styles ■ Understanding the four styles ■ Identifying specific styles ■ Your buying style ■ Applying buying style knowledge with prospects/customers ■ Styles and behavior of prospects/customers ■ Translate body language, dress and office style ■ Practice communicating to different buying styles ■ Understanding using buying styles to improve sales



Why This Course?

Consider the net profit increase your organization can achieve if sales representatives understood *why* people react to them the way they do (whether positively or negatively) and can adjust their speaking style delivery to match the needs of the person listening! Mastering these insights has the potential to give sales organizations the tools they lack in order to maximize sales leads, exceed sales quotas, improve relationships and create cohesive teams.

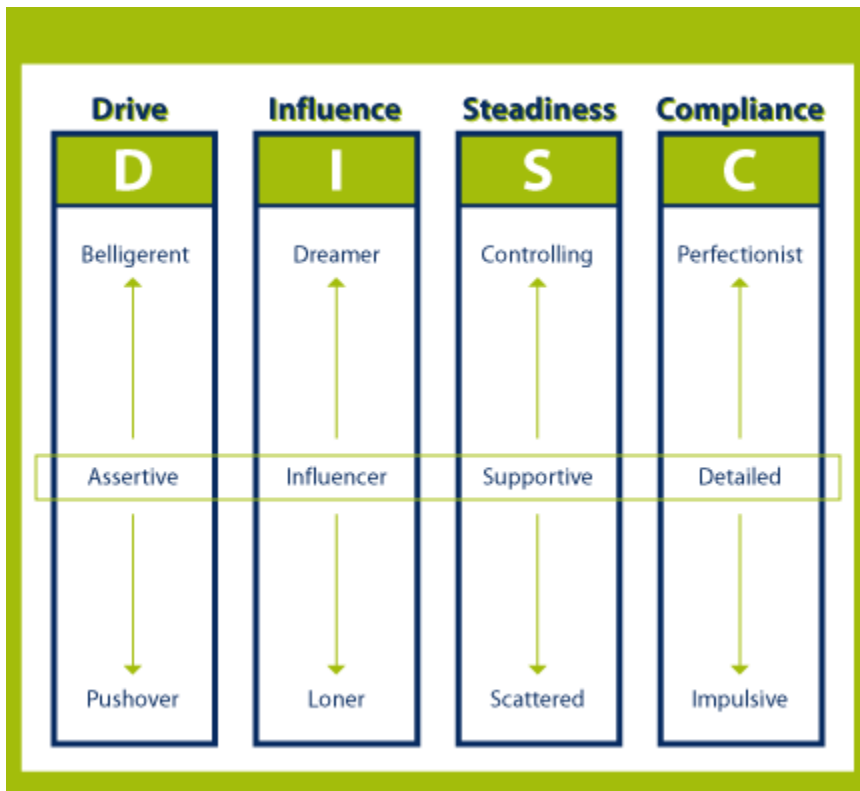
Today's fast-paced sales environments require representatives, managers and leaders who are able to think fast on their feet and adapt quickly to their product's ever-changing life cycle. Oftentimes customer service representatives find themselves stuck in the same communicative rut, trying to sell their product using language that fails to produce measurable results. Oftentimes they know that something doesn't click with their buyer but remain clueless how to fix it!

Research indicates customers tend to transact business with sales people who *speak their language*. What is not so readily apparent are the reasons why people *resist* sales people who aren't able to connect with them no matter how hard they try! Imagine the lost sales revenue! This course enables participants to stop repeating the cycle of what's not working, tap into fixing what *is* missing and learn how to change sales approaches on the fly, in a concise and easy-to-understand format.



What is Covered

Thoroughly explore each natural buying style, including the customer who wants to control the conversation, to the sales rep who sits back evaluating, to the prospect who has to be provided every detail. A vital component to effective communication is learning to read and adjust to the buying style of others.



The Buying Styles Workshop reveals your own natural buying style, helps you recognize the unspoken clues that reveal another person's style, and provides a storehouse of proven methods that allow you to adapt your style to fit the needs of others and increase your sales ability.

Michael Wilkinson
Certified Master Facilitator

In this 2 half-day (4 hours each day) workshop, you will learn to use the Buying Styles model to master each of the four buying styles and develop the ability to change your buying style language to match that of your customer. Mastery of this skill leads to increased sales and customer service satisfaction. Learn simple techniques for identifying another person's dominant buying style and walk away with a full toolbox of strategies for effectively communicating with each style.

In addition, the highly interactive workshop includes three exercises designed to engage you and the other participants in understanding and applying different buying styles in work-related settings. A highlight to the course includes participants receiving and reviewing their personal buying styles report, a 26-page report detailing your preferred buying style. This report also provides strategies for dealing with buying styles that are opposite your own and teaches you which buying style language to capitalize on in order to close the sale—or to pull back from, depending on your customer.

Active listening and questioning techniques permeate throughout this course. You will also be given the opportunity to participate in several role plays where you practice adapting your own buying style to other buying styles in order to successfully interact with customers displaying these characteristics.



Buying Styles Explanation: How We Are Different

Leadership Strategies offers a distinctive approach to Buying Styles. While many curriculums provide participants with insights into their own behaviors *and* the behaviors of others, we take a significantly different slant that reaps rich rewards for both sales people and organizations. This course enables participants to maximize their investment by focusing our training on helping them learn to **understand, analyze and adapt to the unique buying styles of others**.

The curriculum begins by asking participants to identify specific sales related communication problems they find most challenging.

The course then delves into providing an **interactive understanding** of each of the four buying styles and specific examples of how these buying styles manifest themselves in every day business environments and conversations. The outcome from this dynamic segment causes individuals to thoroughly understand the nuances of each distinctive style, their related behaviors and own the keys to recognizing and communicating effectively with every uniquely different purchasing situation.

Following the **understanding segment**, participants engage in **three powerful exercises** that drive home the importance of mastering the know-how to draw upon varying conversation approaches. Discover how you can effectively communicate with customers, depending on the buying style that person is using. Sales people best *hear* others by how they themselves *listen*. This underlying principle supports the reason why understanding the various buying styles leads to increased sales. It helps sales people recognize their own past miscommunications – times when they were simply selling their product to their customer using the wrong style!

At this critical juncture participants will receive and then review their own personalized buying style reports. Having now strengthened and developed required understanding, they recognize and can appreciate the impact of how they communicate with others and gain greater insight into how to successfully adapt their selling demeanor to other people's buying styles.

The final exercise has participants revisiting the selling communication problems they identified in the beginning of the course as problem areas and proactively determine specific measures they can take in order to create a different outcome the next time they face similar selling roadblocks.



What Makes This Course Unique

Buying Styles is taught using the **PDI** style common to all of our courses: **practical, dynamic, interactive!**

Practical...You'll be able to use it! Expect concrete situation-specific techniques that you can apply right away.

- We take the "touchy-feely" concepts - like how to identify each participant's buying style - and isolate the detailed, step-by-step strategies. We break the most difficult concepts down to their critical elements for success.
- We let you know what techniques work; we show you why they work, how they work and when and where to use them.

Dynamic...You'll get into it! Expect energetic instructors consistently promoting high energy and fun to keep you engaged.

- Our facilitators are trained in using level 3 energy – dynamic techniques for engaging and focusing groups.
- We use the "WII-FM" principle to excite participants by letting them know "What's In It For Me."
- Throughout the session we use a variety of techniques to keep the energy high and participants engaged.

Interactive...You'll really get it! Expect intensive interaction, practice and feedback throughout the session.

- We use practice sessions to ensure active learning. You will have numerous structured opportunities to both exercise the techniques taught and receive feedback.
- We reinforce learning through "backward buildup" by constantly engaging teams using content specific questions about material previously covered.

The cumulative result of employing these techniques is the creation of a learning environment which encourages participation, engagement and application.



The Instructional Method

The **Buying Styles** two half-day workshop employs powerful interactive learning concepts that keep the attendees

continually “feeding back” what they are learning:

- Instead of using *lecture* as the standard teaching mode, the course instructor *engages* participants in explaining highlighted points; the instructor then expounds as necessary to reinforce comprehension.
- Our instructors are actively experienced in the public and private business arena and have exemplary instructional skills. They personalize the material by sharing examples from their own experience at relevant points throughout the course.
- As techniques are reviewed, the instructor uses "backward build-up"; that is, the instructor continually asks the participants questions about material previously covered in order to build up their comprehension. For example, when covering information on *applying the four buying styles*, the facilitator randomly may ask participants to respond to questions pertaining to *identifying the styles of others* and other previous modules.
- Team quizzes requiring rapid decision and action recall are used to vary the pace and increase comprehension during lull times (e.g., mid-session).



Course Workbook Outline

I. Understanding Styles	II. Buying Styles
<ul style="list-style-type: none"> A. Understanding Buying Styles B. The Buying Styles Model C. Sales People Scenarios D. The Selling Process E. Sample Sales Scenarios F. The Project Team 	<ul style="list-style-type: none"> A. Recognizing Buying Styles B. Applying Styles to Your Approach C. Tailoring Sales Approaches to Each Buying Style D. Drive Attention Getters E. Influencer Attention Getters F. Steadiness Attention Getters G. Compliance Attention Getters H. Your Buying Style I. Reinventing Your Buying Style
III. Identifying the Styles of Others	IV. Exercises to Put Buying Styles into Practice
<ul style="list-style-type: none"> A. Driver versus Influence B. Steadiness versus Compliance C. Observing Behaviors D. Body Language Exercise 	<ul style="list-style-type: none"> A. Time Focus B. Putting it into Practice C. Dealing with Difficult Buying Styles D. Closing the Session