



Inside Inspiration

Discovering Sales Effectiveness

Do you want to increase your revenue?

How can you empower your sales executives to build first class relationships with each of their different customers?

Do you want to inspire your sales people to exceed their targets by improving their attitudes, skills and behaviours?

Are you searching for an inspiring sales development experience that delivers results long after the training is over?

Summary

- Memorable, fun and fascinating introduction to Insights Discovery
- Interactive and participative approach accommodates all learning styles
- Enables participants to improve their interpersonal skills and client relationships immediately
- Easy to understand, remember and apply, so the learning STICKS and delivers results!

Discovering Sales Effectiveness is an essential programme of development for Sales Professionals. Designed to explore a sales person's mindset, capability and behaviour at every stage of the sale.



At the heart of the programme is the Insights Discovery Learning System. Sales people learn to maximise their sales effectiveness by using all four Insights colour energies as relevant to the customer at each stage of the six step process:-

1. Before the Sale begins (preparation)
2. Identifying Needs
3. Proposing the Solution
4. Dealing with Buying Resistance
5. Gaining Commitment
6. Follow-up & Follow-through.

Those who are not in a direct sales role will still find the content highly relevant to improve their influencing skills.

Programme Overview

- Insights Discovery – An Introduction
- The Insights Discovery Personal Profile
- Discovering Sales Effectiveness - 6 Steps Sales Model
- Committing to Action
- Role Plays
- Recognising Type
- Adapting & Connecting
- Insights into Influencing
- Developing a Positive Attitude
- Building Effective Relationships
- Effective Communications
- Building Rapport

Insights G-WAVE Goal Setting Model Ensures Commitment to Action



Our Clients Say:

"Implementation of the Best Selling program including the Insights Discovery Profile and Sales Effectiveness solution represents the largest investment that the Nuance Group has ever made in it's people as well as a major cultural shift that affects every aspect of our business.

This has resulted in a much more effective Sales Force that is able to maximize opportunities with their customers as well as Leaders that have confidence in Sales Coaching.

This has been evident in the increased effectiveness as recorded by our unique Best Selling Mystery Shopping program that covers 27% of our sales force every quarter."

Richard East
Head of Organisational Development
The Nuance Group Australia

"It's been fantastic, we have seen a double digit growth on the business just by staff applying the six steps of best selling and utilising their knowledge of the colour energies."

Andrew Foo
Senior Store Manager
The Nuance Group Australia



Inside Inspiration

Licensed to represent Insights in Australia and New Zealand

T: +61 4 202 37 512

E: sales@inside-inspiration.com

www.inside-inspiration.com

www.insights.com