

Influence and Selling *Communication Series*

Course Description:

This is a class for anyone who wants to influence others to adopt a point of view or buy something. The class has been presented to: non-sales people who want to learn sales skills; software people who need to influence others in an organization to adopt a new policy or approach; technical consulting delivery people who want to “upsell” services; and technical training designers who need clients to contract for more training. For those who want to persuade or sell (but who aren’t experienced sales people), this is the class to take.

Course Length: 3 hours, typically 9-12, or 1-4.

Course Audience: Anyone who has responsibility to sell or influence people inside or outside their organization. The class is best presented to intact groups who have the same influence or sales challenge.

Course objectives:

1. Participants will learn how to uncover, needs, values, beliefs and fears.
2. Participants will learn how to present key benefits that match others’ needs, values, beliefs and fears.
3. Participants will learn how to hear objections and re-direct them.

Course Outline:

How to Create Partnerships with Others

- A. How to Change People’s Perception of You
- B. Increasing Rapport and Trust
- C. Specific Ways to Increase Partnerships with People

Inquiry to Understand the “Buyer”

- A. Inquiry Skills You Need to Influence
- B. Getting Past “No”
- C. Understanding Real Drivers: Needs, Values, Beliefs and Fears
- D. Looking for Options

Your Value Proposition: “You Want Me to Do *What?*”

- A. Benefits vs. Features
- B. Using Stories, Metaphors and Key Benefits
- C. How to Make Your Value Proposition Sound Genuine
- D. Value Proposition Practice

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Dealing with Objections

- A. Accepting and Redirecting Objections
- B. Three Ways to Deal with Objections
- C. Demo and Practice

Course Methodology:

Facilitators use a variety of training methods for each workshop, including large group discussions, individual work and reflection, assessments, small group discussions and exercises, case studies and simulations for role-play. Videos that are applicable will form a part of some workshops.

Customization will be based on information provided by the human resource department or the individual department prior to the workshop. These courses are interactive workshops with a 40/60 split between concept/theory and practical application of skills discussed. Class size should be kept under 25, so each participant will have the opportunity to gain techniques for the types of situations they deal with or expect to deal with.

About the Instructor:

The instructor for this course has been a soft skills instructor and coach to Bay Area companies for 30 years, and is also the author of the courseware. He is a master trainer, having delivered over 2000 training sessions and trained dozens of instructors in his career. He has authored a full series of managerial soft skills courses, and he specializes in communication and relationship topics.