



## DIMENSIONAL<sup>®</sup> SELLING SKILLS<sup>™</sup>

*Learn the influencing and persuasion skills to gain customer commitment.*

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### NUTSHELL

DIMENSIONAL SELLING SKILLS keys in on the most important aspect of sales success — understanding and influencing customers. Participants gain new insights by identifying customer behavior using Psychological Associates' exclusive Dimensional<sup>®</sup> Model of Behavior<sup>™</sup>. This is the basis of learning skills and techniques for discovering customer needs, probing to understand customer thinking, managing customer objections (part of any sales call), and gaining commitment. Participants also learn how to plan effective sales calls, using a proven sales call format. Through interactive learning, they practice their new skills for being a more effective salesperson with both prospects and current customers.

DIMENSIONAL SELLING SKILLS is a 2.5 day workshop designed for both inexperienced and experienced salespeople.

### BENEFITS & OUTCOMES

Participants learn to be more effective with customers by:

- Developing the skills needed to influence customers to go forward in the sales process
- Planning sales meetings designed to gain customer commitment
- Sizing up customers' behavior to overcome barriers to the sale
- Uncovering both the business and unique personal needs of customers
- Turning objections into opportunities, using a four-part system for handling objections.

### HOW IT WORKS

Participants bring to the workshop a real-life customer case, someone they want to move along in the sales process. Then, through interactive learning and demonstration videos, participants not only learn new concepts and skills for working with customers, they practice sales calls through role-play simulations, applying what they learn to their real-life case. They receive structured, constructive feedback from their team members to improve selling skills and to help them refine an action plan for successfully selling to their actual customer. These insights help motivate salespeople to apply their newly learned skills to all of their sales efforts.

