

Trust and Relationship Selling Seminar

“Real education consists in drawing **the best out of yourself.**”

Mahatma Gandhi



Learn to sell faster—with more fun and less stress—by employing the professional sales approaches and techniques presented in this program:

- Building trust and rapport
- Accessing a client’s true, sometimes hidden, needs
- Differentiating approaches to individual preferences
- Understanding and overcoming sales barriers

Who Should Attend

This seminar is primarily for professional, corporate and relationship-based selling environments where repeat business and referrals form the foundation of success. Seasoned veterans and new salespeople will benefit from a deep understanding of the psychological processes in today’s buying and selling cultures.

Key Focus: Rapport Building and Differentiated Selling

Today’s successful salespeople understand that building rapport and trust with each client or customer is critical to the sales process. Manipulative, or “technique-based,” sales processes no longer work with today’s sophisticated customers. Understanding an individual’s unique needs, personal preferences, and buying process is what differentiates the leading sales people today.

This seminar uses an introspective, analytical and psychological model of sales, which provides participants with the critical skills necessary to succeed in competitive sales environments. The highly interactive seminar utilizes powerful tools such as the Myers-Briggs Type Indicator (MBTI), a personality assessment, as well as Neuro-Linguistic Programming (NLP), a behavior-based change process. These tools can heighten participants’ self-awareness and show them how to effectively “read” prospective customers and provide a consultative sales approach in a variety of critical situations.

By employing the models and tools learned in this program, attendees significantly increase critical sales activities such as cold calling and prospecting. Additionally, by understanding and overcoming the restraining effect of “call reluctance,” they will be able to put their new skills to work rapidly. Many of our participants report a substantial increase in sales after attending the program.

Key Practices Addressed

- ✦ Reflective listening
- ✦ Mental preparation and rehearsal
- ✦ Sales goal achievement
- ✦ MBTI and DISC personality profiles
- ✦ Building confidence
- ✦ Assessing true needs
- ✦ Overcoming resistance
- ✦ Closing techniques
- ✦ Defeating call reluctance
- ✦ Value-added and benefits selling
- ✦ Sales creativity
- ✦ Success ratios

“We view the skills and personal discovery taught in TRS to be an invaluable contributor to the development of our people and our collective success.”

Steve Firestone

Senior Vice President
Wasserman Media Group, LLC

“One can choose to go back toward safety or forward toward growth. Growth must be chosen again and again, fear must be overcome again and again.”

Abraham Maslow



Train the Trainer

Organizations with more than 250-300 employees may wish to consider the economics of the train-the-trainer approach. To be trained in the facilitation of the Trust and Relationship Selling Seminar, qualified trainers must be prepared to meet the rigorous requirements for certification, as this material has significantly more depth than typical training programs.

Trust and Relationship Selling-2

Many organizations choose to offer the TRS-2 program to further the development of graduates of TRS-1. This second-level program allows participants to deepen their understanding of the concepts of TRS-1 and practice advanced rapport-building techniques. Experiential learning helps participants take theoretical models and apply their learnings to everyday sales situations to find practical solutions. This program includes live feedback and coaching, as well as group exercises to help further implement lessons outlined in the course.

Extending Leader Development

In addition to the Trust and Relationship Selling Seminar, Stop At Nothing provides a full range of executive development services:

Executive Coaching

- Customized Executive and Management Consulting Services (EXEC)

Team Development

- Cultural Transformation and Team Development (TEAM)

Sales Leadership

- Trust and Relationship Selling (TRS-1, TRS-2)

Organizational Leadership

- Self Leadership and Empowerment (SLE-1, SLE-2)

Individual Leadership Development

- High Impact Leadership Series (HILS-1, HILS-2, TLC, TLC-Adv)



Trust and Relationship Selling Program Details

Participants: Intact sales groups.

Class Size: 15-20 participants.

Length: 2½–3 days.

Location: Selected at participating company or offsite location.

Dates: Agreed upon according to availability.

Tuition/Fees: All customized programs will be designed with client input and followed by a proposal, timeline and fee schedule submitted for client review and approval.

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 Stop At Nothing

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