

HIGH PERFORMANCE COMMUNICATION TRAINING FOR SALES TEAMS

One Day In-Person Training

Today, with the vast number of companies competing for attention and sales, success in selling is more challenging. It requires a higher level of skill and deeper knowledge of the customer. This one-day interactive training to show up as a brilliant salesperson is designed to help you and your team leverage new and deeper understanding of yourself and your prospects and how to interact and communicate in a way that will markedly increase your success.

Beyond the actual sale, we are always ‘selling’ people – our ideas, to listen to us, to do what we ask. This training will give you an edge to have you be more effective and efficient.

This is not your ordinary sales training. Janet Zaretsky brings a wealth of knowledge from her work in ontology (the science of being/interacting/responding), Conversational Intelligence (the neuroscience of communication and interaction), and behavioral styles to create this training that permanently impacts every individual who attends.

Using a hands-on approach, Janet will give you the advantage over the competition by helping you understand individual behavioral selling styles, as well as learning to recognize the buying behaviors of potential customers. Additionally, you will learn how to recognize and intervene with your automatic reactions that have you lose your effectiveness and you will learn to take the lid off your limits around selling and making money.

Why behavioral styles?

Research conducted by Target Training International, LTD. (TTI) has shown:

1. People tend to buy from a sales person who has a behavioral style like their own.
2. Sales people tend to sell to customers who have behavioral style like their own.
3. Salespeople who are aware of their own behavioral style and learn to blend with and adapt to their customer’s preferred communication style increase their sales as well as their prospecting markedly.

Why Conversational Intelligence?

Every conversation we have with another person has a chemical dynamic in our brains. Conversations have the power to change our brain, they stimulate the production of certain hormones, stimulate pathways in our body that change the chemistry of our thinking and acting—and how our clients think!

For example: A 2007 survey by Marketing Sherpa, a research firm that tracks what works in the marketing profession, found that 11 to 17 percent of business prospects were annoyed

by getting an unsolicited cold call, and the reasons is quite fascinating. The person receiving the cold call is in a fear state. They are afraid they will be sold to and try to safeguard themselves, thus not being open, maybe get agitated and cut you off. This reaction stimulates the salesperson as well, having them be less effective.

Learning, in a very simple easy to understand and grasp way, how conversations stimulate your brain and how to regain your power when you do react as well as calm your customer's brain down allow for a rest and will allow your sales ability to increase—almost magically (but it is science!). You gain trust and have open conversations which allow for a positive interaction, keeping the relationship and potential for future sales intact.

Workshop Objectives

- Know yourself- learn about your behavioral and preferred communication style
- Learn about all other behavioral and preferred communication styles
- Learn the buying characteristics of the different behavior styles
- Learn how to 'people read' and recognize your prospects'/customers' behavioral styles
- Develop the ability to adapt your style with the style's your prospects and customers
- Interactive practices to integrate new knowledge
- Learn about how your reactions impact your effectiveness and how to intervene such that you regain your power and brilliance
- Learn how to diffuse other people's reactions and upsets

What past participants have said:

"It was great to understand customer's behavioral styles and my own so that I realize what happens in the sales process is not personal. Also, great to know what to do when confronted with styles unlike my own"

"I found all the material valuable- it was a great training. I plan to use this in order to increase my sales and get to know everyone I know better."

"I found it valuable to discover my weakness and how to be prepared to sell to people not like me. I learned how to develop a partnership with my customers."

Meet Janet Zaretsky:

Janet Zaretsky is a master professional coach, author, and speaker that helps people unleash their brilliance, confidence and visibility in the world. Janet has worked with over 32,000 people in the past 22+ years

Janet is a frequent contributor to Forbes and the author of the book; **“Where’d My Confidence Go... and How Do I Get It Back?”**. Known as The BS-to-Brilliance Master, has a gift for having you unapologetically and confidently express yourself – and succeed! – as the unique and powerful professional you are.

She is a two-time TEDX and Keynote Speaker, a corporate trainer and expert in communication and leadership, an International Coach Federation member, Enhanced Conversational Intelligence® Coach, Certified in Behavioral Style Instruments, graduate of Coach U, former senior program leader for Landmark Worldwide.

You can find more information at www.janetzaretsky.com.

