



## Personality Selling

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**A 1 hour interactive workshop designed for delivery in house or via tele-training.**

**Who should attend:** Consultants who are interested in learning more sophisticated selling techniques by selling to particular personality styles.

**Outcome expected:** Participants will gain an overview of the DISC personality profiles and be able to recognise particular styles, sell and close to them.

### **Workshop Content:**

1. **Introduction**
  - ❑ The DISC personality profile
  - ❑ Recognising your dominant style
  - ❑ Traits to help you identify particular styles
  
2. **Identifying the dominant personality style**
  - ❑ Environmental tips
  - ❑ Non-verbal body language
  
3. **Communicating**
  - ❑ Selling to particular styles
  - ❑ Communicating techniques
  - ❑ Closing to each style

### **How to contact us:**

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