



Sales Techniques for Senior Consultants

Who should attend: Senior consultants and business development managers who want to learn the techniques that big billers use to close deals

Outcome: Participants will gain confidence in selling retained business and closing prospects using personality selling techniques. They will also understand the importance of managing time effectively in the sale process.

WORKSHOP CONTENT

Selling Retainers

1. Introduction to selling retainers
 - What is retained business?
 - What are the benefits?
 - In what instances are retainers appropriate
2. Concepts
 - Overcoming negativity
 - The fee for service concept
3. Structure
 - Introducing the concept
 - Overcoming objections
4. How to close
 - Asking for the retainer
 - When, why and how
5. Role Plays to build confidence in selling retainers

Personality Selling

1. Introduction to personality selling techniques
 - 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

Managing your time effectively

1. What exactly is time management
2. Where are YOU spending your time?



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3. Is it effective for peak performance?
4. How to structure your day for peak performance
5. Tips from the experts

Testimonials:

“Fun, great energy and upbeat. Re-enforced all my previous training and lots of great ideas for selling retained business” – Paul, Sydney

“It was straightforward and very good. I really enjoyed the training and look forward to putting what I learnt into practice!” – Lucy, Sydney

“Very informative! I learned some great tips.” – Jwana, Sydney

“It is always good to draw from Gaynor’s wealth of experience and success. It was a very useful few hours.” – Mark, Sydney

How to contact us:

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