> **Would you deal with an eagle-eyed, pedantic accountant in the same way as a demanding, results-focused manager?   What about a warm, friendly prospect who finds it impossible to make a decision?   The best Salespeople in the world CERTAINLY wouldn't!**

So… you probably know how to prospect and make appointments. You may well be really good at asking the right questions, finding needs and presenting solutions! You probably even handle objections well and close sales.   But there's a problem.

You keep meeting those pesky, annoying customers that just don't click with you – and it all falls over when you do.   Your strike rate suffers. You feel that you're wasting valuable time trying to sell to people who never buy from you – but you go through the motions anyway, just in case.

Well, help is right here. This program will provide the skills and the tools required to be able to meet and get along well with anyone at all – whatever their personality style or unique preference in dealing with others.

If you master these skills, we're confident your conversion rate and profitability will increase significantly.   After all, it's human nature.

Content Includes:

- Pre-course personality preference indicator (options incl. HBDI, DISC, 16PF & others)
- Introduction to Johari Window
  - The importance of self-awareness
- Understanding behaviour and personal drivers
  - The importance of Trust
- Introduction to Behavioural types and indicators
- Tool 1: 8 Factor Analysis
  - Rapidly identify a person's natural behavioural style
  - The 'Chat Gap' - observation and clues
- Exercise: Mapping Customers against the behavioural grid
- Tool 2: Four Way adjustment
  - Adapting our approach to suit varying customer types
  - Validating the effect
- Dealing with blended personalities (most people are!)
- How pressure changes people
- Presenting to different personality styles
  - Techniques and aids to use
- Dealing with conflict or complaints with different types
- 10 common personality mistakes to avoid