

## Strengthen your impact in sales interviews



CV-66 2 Days (14 Hours)



### Description

This practical internship will allow you to control your image and your credibility, to strengthen your impact in sales interviews. You will discover the communication and persuasion techniques that will allow you to lead the client towards signing a deal under the conditions you are looking for.

### Who is this training for ?

#### For whom

Salespeople, sales managers, salespeople, consultants and pre-sales technicians.

#### Prerequisites

Auucn.

### Training objectives

- Lead an effective commercial negotiation Organize your commercial activity, make useful appointments Succeed in the face-to-face sales interview

### Training program

#### Identifier vos réactions face à vos clients

- Measure your assertiveness.
- Know how to spot ineffective behavior in interviews and their consequences.
- Avoid the pitfalls of miscommunication.
- Work practices Test measuring your level of assertiveness.

#### Oser dépasser vos craintes, vos appréhensions

- Discover your "limiting" beliefs and restrictive messages.
- Dare to sell the displayed price.
- Transform objections into arguments.
- Work in a hostile environment.
- Practical work Exercise: filmed: interact with an aggressive customer by adopting an assertive attitude.
- Get out of a "low position" induced by the client.
- Collective debriefing.

### Développer votre image et votre crédibilité

- Know and recognize your qualities.
- Identify your limits.
- Use reassurance techniques.
- Prepare yourself mentally.
- Adopt the attitude of a "winner".
- Use techniques to project an image of credibility.
- Practical work Preparation training mental (visualization of victory, anchoring of a positive feeling).

### Argumenter de façon persuasive et assertive

- State your intentions.
- Reassure your customer.
- Use positive reframing.
- Use the right communication channel.
- Avoid doubt from setting in.
- Practical work Exercise: filmed: training for an interview using positive reframing.
- Collective debriefing.

### Oser vous affirmer face à vos clients

- Know how to respond calmly to criticism.
- Handle objections effectively.
- Pronounce a refusal acceptable to the client.
- Practice " anti-sales ".
- Practical work Exercise: filmed: welcoming and managing different customer objections.
- Collective debriefing.

### Influencer votre client

- Create desire and support for your cause.
- Satisfy your psychological needs.
- Lobby.
- Develop your ability to persuade .
- Make you friendly and indispensable.
- Gain the upper hand gently.
- Practical work Behavioral simulations: discover the needs motivating a customer during an interview.
- Collective debriefing.