

## COURSE DESCRIPTION FOR SALES

**S**ales success is fully dependent on persuading clients and prospects to say YES! Sales personals must persuade clients and prospects to meet with them and to persuade that final YES!

*The 7 Triggers to Yes for sales* is a powerful, breakthrough training program enabling people to quickly persuade “YES” decisions, to get commitment, compliance and results from others. We can effectively influence other's decisions only when we understand how others make decisions. Based on the exciting new science of live brain imaging, we know, for the first time, how the brain processes decision requests.

This breakthrough knowledge precipitated the recent inclusion of persuasion training in virtually every graduate business school and MBA curriculum.

The course has three prime elements to ensure optimal learning, and on the job execution.

**Pre-work:** Participants individually select their own Current Persuasion Opportunity (CPO) including a specific client or prospect for the ultimate customization of real world skill application. Application of skills to a real world CPO accelerates understanding and creates longer skill retention.

**Workshop:** Participants experience a coordinated blend of highly interactive class discussions, focus group and workbook activities and role-plays. PowerPoint slides and video clips add essential material.

**Action Plan:** During the course, participants apply learned skills to their own CPO-their real world sales situation. When they return to work, they have a plan to hit the ground running!

## WHAT'S IN THE WORKSHOP?

The Two-Day Workshop includes these thought provoking units:

**I**NTRODUCTION. Persuasion is arguably the single most important sales person tool, yet few understand persuasion or use it effectively. In this unit sales personal will:

- Define and record their CPO current Persuasion Opportunity.
- Discover the benefits of skilled Persuasion.
- Gain an understanding of the brain's decision making process.



**T**HE AWESOME POWER OF PERSUASION. Persuaders rule. They always have. They always will. Sales people, leaders, advertisers, marketers—all of us have been using hit or miss emotional appeals for years. But hit or miss, trial and error approaches to activating emotional triggers are ineffective and inefficient. *The 7 Triggers to YES* makes your sales staff consciously competent with new scientifically documented data on how the brain processes decision making information. Applying new scientific discoveries, we can now successfully lead others to a shared conclusion. This unit explores:

- The process of persuasion for leading others to a shared solution and desired action, a closed sale.
- Analytical vs Emotional Decisions.
- The twin horses of the mind: reason and emotion.
- How to work with people rather than against them.
- The building blocks of sales persuasion.
- How to effectively influence others' decisions by understanding how they process decision-making information.
- Triggers, the decision shortcuts that help us make quick, correct decisions.

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**PERSUASION TARGETS.** To successfully persuade others we need specific persuasion goals. In this unit, participants will:

- Learn the single critical element that determines success or failure.
- Be able to apply the Four-Step Goal-Setting Process to measurable persuasion goals.
- Learn how action-oriented goals can make achieving YES! easier.
- Learn to avoid the “someday syndrome” for achieving goals.
- Rewrite their CPO using the four-step goal process.

**PERSUASIVE COMMUNICATION.** Persuasion result is totally dependent on the quality of communication. The best skills are worthless without the ability to properly communicate your requests. In this unit, participants will learn:

- The definition of true communication-it's not what most think!
- How and when to identify values and decision-making criteria.
- How to formulate questions to uncover needs, wants, goals hopes and fears.
- How the right questions guide the persuasion process.
- How to actively listen rather than waiting to speak
- How to understand others-and be understood!
- To apply communication & questioning skills to their CPO.

**PERSUASIVE PRESENTATIONS.** New persuasion skills breathe vibrant life into stale, old style logic and reason oriented presentations. Even the needs/benefit approach is now expanded exponentially. In this unit, reps will gain the ability to:

- Frame, organize & prepare sales presentations leading to successful persuasion results.
- Make the best opening statement.

- Determine which trigger information will make the most Impact.
- Frame the presentation using carefully selected triggers.
- Deliver persuasive, well organized interactive presentations that lead to desired decisions and actions.
- Apply relevant triggers information to their CPO presentation.

**RESOLVING RESISTANCE.** Skilled persuaders easily turn resistance into golden opportunities. In this unit sales personal will:

- Learn how to recognize and disarm resistance.
- Know how to properly react to resistance.
- Learn how to respond to objections with the Four Step Process
- List several objections they might get to their CPO request.

**CLOSURE.** Armed with solid persuasion skills, closure comes naturally! In this unit, sales personal will learn to get that final YES! By discovering:

- How to determine the right time to close.
- How to use key persuasion triggers to get commitment that final YES.
- How to apply different closing methods.
- How to close every single encounter!
- How to achieve successful closure for their CPO.

### DO YOU WANT TO LEARN MORE?

The brand new, scientifically documented persuasion information in *The 7 Triggers to YES for Sales* will help sales personal meet their most ambitious sales goals.

Attend the 2 day workshop at the school of leadership by register at [www.tsindia.net](http://www.tsindia.net) **NOW!!**

## FREQUENTLY ASKED QUESTIONS

**WHAT IS PERSUASION?** Dr. Jay Conger, at the University of Southern California, gives this description: "Effective Persuasion becomes a process by which the persuader leads colleagues to a problem's shared conclusion."

Persuasion is partnering with people to achieve mutual goals and benefits. Persuasion will turn goals and dreams into tangible results. Persuasion is getting someone to do something she wouldn't do if you hadn't asked.

**WHY DO LEADERS AND SALES PERSONAL NEED PERSUASION SKILLS?** The 20th Century's top manager puts it simply. In his autobiography, Jack Welch, former CEO of General Electric states, "Nearly everything I have done in my life has been accomplished with other people." Managers cannot lead unless they can persuade people to follow, to execute the vision. Persuasion skills get the results managers need.

**WHY DO SALES PEOPLE NEED PERSUASION SKILLS?** In the most basic terms, selling is persuading people to make a decision, to say "YES" to buy. Persuasion is the single most important skill to produce sales success. Selling is persuading.

**WHAT'S THE BREAKTHROUGH?** The breakthrough is that for the first time in history we see, in real time, how the brain reacts to outside stimuli including requests for decisions and actions. For 2,500 years we have been forcing the brain to work in unnatural ways.

By making requests backed with reason, logic and great arguments we have been working against the brain's natural processes. The breakthrough is that we can now work WITH the brain's natural internal triggers to quickly, easily persuade the decisions and actions we want.

**WHAT IS A TRIGGER?** The book and PBS series 'The Secret Life of The Brain' refers to the brain's limbic system and its "internal navigation system." That system is activated by triggers. Triggers are decision shortcuts that the other person will employ to bypass the pain, stress and hard work of analytical thinking.



**ISN'T PERSUASION JUST A NICER WORD FOR MANIPULATION?** Dr. Jay Conger writes in Harvard Business Review, "Persuasion supersedes sales and is quite the opposite of deception." When we work in concert with the other person's own internal guidance system, when we work for a shared conclusion, there is no manipulation.

**WHAT'S WRONG WITH THE "CONSULTATIVE, NEEDS / BENEFIT" APPROACH TO SELLING?** Nothing! But the needs/benefit approach is only one small part of one trigger. We severely limit our potential when we miss out on the many ways people activate their own internal guidance systems, *The 7 Triggers to Yes*.



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**CAN THE 7 TRIGGERS TO YES BENEFIT EXPERIENCED SALES PERSONAL?** Yes. *The 7 Triggers to YES* is a new, very critical add-on to prior sales training or experience. Everyone, new, mid-range or top sales personal will benefit from increasing their opportunities to get to YES!

**WHAT WILL SALES PERSONAL DO DIFFERENTLY?** They will increase sales results by working WITH the other person's natural decision process rather than against it as we now often do. They will form better relationships, increase closing ratios, and be more confident in their sales work. They will produce more sales results in less time with fewer resources.

**WHAT ARE THE BENEFITS?** After completing *The 7 Triggers to YES* training, sales personal will:

- \*Understand how each employee clients and prospects trigger their own decisions.
- \*Be able to frame a presentation to trigger the buyer's YES response.
- \*Develop better client relationships.
- \*Apply the right mix of emotional and logical appeals.
- \*Close easily, quickly, with full agreement and compliance, saving time energy and resources.

**HOW CAN OUR PEOPLE LEARN THESE SKILLS?** *The 7 Triggers to YES* training can be delivered in many

ways. Typically the training is accomplished as a two-day workshop facilitated by our faculty. With three facets to the training, pre-work, the workshop and the action plan, skills are targeted directly to your specific real world situations. This means skills are learned better, retained better, and are quickly applied to the real world.

**WILL THE TRAINING PRODUCE RESULTS?**

ProEd has documented improved results for over 260 companies throughout the world. We train for results, not for knowledge. With our unique approach to training, participants apply learned skills to their own specific challenges. We do not teach theory, we produce results. Documented results.

**WHAT'S THE BOTTOM LINE?** Michael Hattersley, Professor at the Harvard Business school puts it best stating, "When persuasion is successful it moves its audience to do something—to buy a product, change behavior, support a plan or adopt a point of view." Isn't this what you want your people to do? Contact us for information to help achieve your most ambitious goals.

**HOW DO I LEARN MORE?** We have a wealth of additional information about persuasion, and how it can benefit you. Please attend the 2 day workshop at The School of Leadership. Please visit our website [www.tsindia.net](http://www.tsindia.net)