



## Listening for Positioning Advanced Listening Skills

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### seminar description

Listening for Positioning provides training in the number one skill salespeople and persuaders need: Listening for Positioning. Whether selling a product or service, promoting a project idea, or persuading others to a different point of view, knowing how to determine positioning is critical.

*"Lot's of people have told me that prospects tell you their buying motivations, but what no one told me is how to figure it out. This seminar did. Thanks for this valuable tool to make me sell better."*

*Sales Manager, International  
Manufacturer*

This seminar discusses the following:

- How wrong assumptions deter sales
- How the prospect's use of metaphor, images, and other key words offers a gateway to understanding the prospect's motivation
- How small talk provides Big Meaning about Positioning
- How the Recognition Reflex provides immediate and specific guidance to buying motivation and insight into how position what is offered
- How to customize your presentation to the prospect's motivations

### learning objectives

- How to figure out the prospect's *hot buttons*
- How to develop strategies consistent with the prospect's *hot buttons*
- How to predict the prospect's likely objections
- How to use the What-Why Technique to clarify motivation
- How to recognize the Recognition Reflex and use it

### learning methods

- Mini Lecture
- Individual Worksheet
- Skill Practice with Professional Role-players (Optional)
- Individual Reflection
- Small Group Discussion
- Large Group Discussion
- Action Planning for Improvement

### for whom

- Executives
- Sales Managers
- Managers
- Supervisors

### suitable for

- Meetings
- Retreats
- Training Seminars
- Luncheons
- Conventions
- Dinners

turning information into **action**