



Question of Style

live case scenario

Question of Style starts with Marlene and Daniel on the purchasing team to interview vendors. After making sure they've agreed on the criteria, they begin the process of interviewing. Cynthia calls on Daniel. Just having been trained in consultative selling, Cynthia is doing her best to use her "selling style", but Daniel becomes impatient because he's accustomed to product-centered selling.

"I gained more from this seminar than any others I have attended. It will help me considerably in my sales and overall effectiveness as a salesperson."

--Salesperson, Fortune 500 Telcom Company

Despite Cynthia's persistent attempts, we see her inability to adjust to Daniel's style. Similarly, old-time salesperson Roger calls on Marlene. She is looking for relationship selling, but Roger takes the product centered selling approach and also fails to connect to make business happen.

learning objectives

- To increase awareness and sensitivity to "buying styles"
- To discover how to become more adaptive in the sales process
- To learn to coach salespeople to adjust to "buying styles"
- To focus on the sales transaction in terms of key questions:
 - Information
 - Attitude
 - Closing

program format suitable for

Standard or talk show format

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

turning information into **action**