

# € TRAINING

Persuasive Selling



28 October -  
1 November 2024  
Geneva (Switzerland)



# Persuasive Selling

REF: R362 DATE: 28 October - 1 November 2024 Venue: Geneva (Switzerland) - Fee: 5940 Euro

## Introduction:

This program is a dynamic approach to sales that focuses on effectively communicating the value of products or services to potential customers. Through compelling arguments and persuasive techniques, sales professionals aim to influence purchasing decisions and overcome objections. This program emphasizes understanding customer needs and tailoring solutions that address their concerns while highlighting the unique benefits of the offering. By mastering the art of persuasive selling, individuals can build stronger customer relationships and drive increased sales success.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop proficiency in effectively communicating the value of products or services to potential customers.
- Acquire skills to build trust and credibility with potential customers through persuasive communication.
- Develop strategies to differentiate offerings from competitors and highlight unique value propositions.
- Learn to adapt persuasive techniques to various customer personas and sales scenarios.
- Gain confidence in presenting solutions that effectively address customer needs and objections.
- Explore ethical considerations in persuasive selling to ensure customer satisfaction and long-term relationships.

## Targeted Audience:

- Sales professionals.
- Individuals in sales roles across various industries.
- Sales managers.
- Entrepreneurs and business owners.

## Program Outlines:

Unit 1.

### Essential Principles of Persuasive Selling:

- Understanding the psychology of persuasion.

- Identifying customer needs and motivations.
- Crafting compelling value propositions.
- Building rapport and trust with customers.
- Recognizing and addressing objections effectively.

## Unit 2.

### Effective Communication Techniques:

- Developing active listening skills.
- Tailoring messages to different audience preferences.
- Using persuasive language and tone.
- Employing nonverbal communication cues.
- Ensuring clarity and conciseness in communication.

## Unit 3.

### Overcoming Customer Resistance:

- Anticipating and addressing common objections.
- Providing solutions tailored to customer concerns.
- Building credibility and trust to overcome resistance.
- Utilizing persuasive storytelling to engage customers.
- Turning objections into opportunities for further persuasion.

## Unit 4.

### Adapting Persuasive Strategies:

- Tailoring persuasive approaches to different customer personas.
- Modifying strategies based on sales scenarios and contexts.
- Flexibly adjusting communication styles to match customer preferences.
- Adapting to changes in customer needs and market dynamics.
- Continuously refining and improving persuasive techniques.

## Unit 5.

### Ethical Considerations in Persuasive Selling:

- Ensuring honesty and transparency in communication.
- Respecting customer autonomy and decision-making processes.
- Avoiding manipulative tactics or deceptive practices.
- Balancing persuasive efforts with customer well-being and satisfaction.
- Upholding ethical standards to build long-term trust and relationships.