

# *“Soul Selling”*

*Creating*

*Relationship*

*Questions*

*that impact the bottom-line*

# Basic Questioning Skills to build genuine empathy & control

These sessions will be based on development that will equip the team with skills to accurately place themselves in a position to better handle communication in an accelerated environment such as **most market places** are in at this present time.

Today too many people either have that much empathy that their efforts **fail to produce tangible results**; alternatively they are so concerned about controlling the situation that they **potentially can damage the relationship socially or commercially**.

*What is the unique point of difference with “the soul connection” ?*

*One of the best qualifying talents a person can possess is that the other person discerns that you are as interested in their needs as your own own .*

*When this is done with improved questioning skills and not only a “telling” style, people tend to believe their own interests are going to be met as well.*

*The sessions will not only motivate the team towards greater effectiveness but will equip them with some extra tools as well.*

*I will also use several games from my team games kit to keep the momentum of the training going along in an enjoyable and invigorating manner.*

*S*olution focused

*O*thers come first

*U* must be committed

*L*ead like you know you should

## Objectives:

- \* To equip sales/customer service people with the right balance between **empathy** and **control**.
- \* For participants to recognise the user friendly nature of behaviour profiling and it's valid application into professional selling and **long term customer loyalty**.
- \* To re-ignite the **“passion for customers”** into **new and veteran** sales people.
- \* Have attendees excited about creating **new questions to dig deeper** into the **customer needs relating a genuine social rapport with an acceptable level of control for the sale**.
- \* **Eliminate any fears** that controlling the selling/customer service environment one has to become manipulative and high pressure.
- \* Discipline and **train the mind for greater yield** and it will soon start showing in the results within the **sale's capacity to “add-on.”**
- \* Create new questions that stimulate customer ownership by **having them “say” what we would normally “tell” them**.
- \* **Build connection** to each customer's unique “soul drive”.
- \* Take time management and reporting to a far superior yet simple plain. That of **“real Selling with genuine Customers”**. Not time wasters and information gatherers.

# Outline

## Session 1) The “Soul Drive” Behaviour Profile:

Integral to the foundation of the program in equipping the attendee with not only the insight into their own motivational behaviour under pressure but also that of the all important customer. Understanding the intricate balance between the two and how to **build a relationship socially & selling “wise.”**

## Session 2) Learning & Leading with Questions to Qualify & to utilise active listening

In the absolute majority of cases, sales people talk most of the time. This is largely because they believe there is a need to demonstrate their knowledge rather than develop an atmosphere of learning from the customer; their needs and their motivational drives. Even the veteran customer service/salesperson will **renew their vigour and creativity for developing questions that leave the customer in no doubt as to the sincerity and personal attentiveness of the listener.**

## Session 3) Building the Scripts for “Believable” use:

One thing a salesperson needs to have is a genuine confidence that they can not only agree with the training material but **“use” it with their customers.** This methodology will actually be used throughout the first two sessions ; all participants will be **coached through every detail to equip them to create and write** their own improved ways in building **“social rapport” & “add-on”** sales.

## Session 4) The Perfect Prospect/Customer “Time Tunnel:”

In today’s world we cannot serve everyone; neither do we necessarily want every prospect to take time in our life. **At a time when discrimination is almost a “no” word: This session firmly teaches that we should discriminate.** Why would we want to spend time with someone who doesn’t match up with what we intrinsically know to have the essential elements of form a profitable customer.