

Today's vigilante consumer is tired of high-pressure tactics. They just won't take it anymore. The total customer experience requires a sales person and customer to develop a relationship and have mutual goals. This cannot be done without a complete understanding of personality types, as well as how customers prefer to buy.

*Today's customer  
wants a different  
type of experience.*

*Many of the  
traditional sales  
techniques just don't  
work anymore.*

This is a 1-day workshop and is appropriate for anyone in retail sales today. Subjects include:

- ❑ The do's and don't of various sales approaches
- ❑ Understanding your role as a sales person
- ❑ The basic steps to selling
- ❑ How different personalities like to be communicated with.
- ❑ How personality types affect decision making
- ❑ How to flex your selling style to match the customer's needs
- ❑ The power of the female consumer

By the end of this workshop you will:

1. Be able to identify the different personality types
2. Know the characteristics of your own type
3. Automatically adjust your style to suit the situation
4. Be more effective with female customers
5. Improve your sales performance
6. Have more confidence about your abilities

*Learn how to match your selling style to the personality of your  
customer.*