

This is an example of our custom-designed courses tailored to meet your specific needs. *Communicating with Impact* is given through the Canadian Professional Sales Association.

Communicating with Impact

Once you have completed this course, you will be able to:

- apply your personal value system at work to maximize results in sales
- link your personal values to compliance theory in selling
- develop your personal leadership skills to improve your consultative selling skills
- communicate for maximum clarity.

Plus you will know how:

- perceptions influence buying behaviours and how to avoid misperceptions
- encourage risk and trust in consultative selling

Who should attend?

This course will provide insight and new skills for sales reps and managers at all levels of the organization. Whether starting out, or as a seasoned veteran, anyone who sells for a living will gain valuable insights into his or her communications and self-leadership skills and how the refinement of those skills will lead to improved sales success. This course is an important building block in the CPSA *Skills for Sales Success* series.

Create a positive impact on your customers, prospects and colleagues

Developing personal leadership skills leads to sales success. In this course you will develop your self awareness to discover the true leader in you. You will learn that by leading your life to achieve your goals and ambitions **within** the context of your value system is the key to developing the personal leadership skills necessary to excel in all aspects of your sales career.

Module 1 – Self-leadership

Discovering the true leader within oneself is a profound experience. “Are we born leaders or can leadership be developed?” “What is true leadership?” Armed with this knowledge, sales people can contribute in creating a future for themselves, their colleagues and the organizations they work for. Subjects covered:

- The definition of self-leadership
- Values and Behaviours
- Empowerment

- Perceptions
- The 3 basic elements of leadership
- The 4 variables of which to be aware
- Self management

Module 2 – Personality styles

Based on Carl Jung's research and understanding, you will learn how our behaviour helps to establish rapport with others. Knowing our reactions and knowing why others want or need something, promotes communication, co-operation and support. It also avoids giving negative perceptions. Subjects covered:

- Introverted and extroverted personalities. How to build rapport.
- How do they perceive situations?
- How do they make decisions?
- Do differing personality styles share different values?
- How do the principles of compliance relate to personality styles?
- Understanding self and others to better empathy and focus.

Module 3 - Risk and Trust

What is the difference between influencing, persuading and manipulating? What perception is given to the other person and how is trust and commitment built? What is needed to trust and to take risk in a relationship? These important topics and others are highlighted by an interactive exercise that involves the whole class. Subjects covered:

- Trust in a relationship
- Risk factors
- The relationship of trust to compliance theory
- Golden rules to maintain risk and trust

Module 4 – Communication skills

The power to persuade implies an influencing process to bring the other person to take action. Communications skills that empower others and stimulate high performance, while building trust, will separate influencing from manipulation. This module develops skills that lead to more successful consultative selling. Subjects covered:

- Persuasion
- Right brain, left brain and the limbic system
- Emotions
- Consequences

- Defence mechanisms
- Attacking the problem, not the person
- Communication skills to:
 - Show them you understand
 - Win yourself a hearing
 - Work to a joint solution