

Knowing Me, Knowing You

Improve Sales Communication with MBTI®



INTRODUCTION

Are you trying to sell somebody your ideas, projects, or solutions?

If you are, you will know that everyone makes "purchasing choices" differently. A variety of factors influence buying decisions, and one often overlooked but critical factor is your personal selling / influencing style.

Layer your sales strategies with personalized selling by adapting your communication and influencing style to the profile of your target client(s). Learn how to increase your "win / closure" rate in this one-day workshop. In addition, you will discover more about yourself and others with the world-renowned MBTI® personality assessment, which is often used in team collaboration and leadership development.

PROGRAM OUTLINE

- Introduction and objectives
- The MBTI® framework
- Know your MBTI® preferences and impact on others
- Experience the MBTI® preferences through insightful and interactive activities.
- Discover your influencing / selling style and how one can adapt to increase buy-in / closure rate
- Explore the MBTI® preferences in decision-making and apply it to influence sales conversations and outcomes
- Use MBTI® in communication and tailor your conversations to increase effectiveness

LEARNING OUTCOMES

- Increase self-awareness of my preferred communication and influencing style
- Recognize and appreciate differences among different personality types
- Identify your strengths and development areas in relation to selling / influencing
- Acquire an add-on tool kit to enhance the effectiveness of your influencing and communication style

BUSINESS OUTCOMES

Participants will learn soft skills in communicating and influencing with impact thus resulting in higher sales closure rates and/or buy-in with their internal and external stakeholders. In addition, they become more effective team player and leaders in their field.

PROGRAM DETAILS

Dates: 09 September 2020
09 October 2020
26 November 2020

Delivery: Virtual

Duration: 9:00am - 6:00pm (8 Hours)

Program fee: \$600 (Before GST)

Program Resources include:

- Personalized MBTI® Personal Impact Report
- MBTI® Mobile App

WHO SHOULD ATTEND?

Sales Professionals, Sales managers, Account managers, Entrepreneurs. Anyone who want to be successful in communicating and influencing.

ENQUIRE NOW

Our team is here to help you! Please contact us with your questions and support needs.

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