



Sales for Non-Sales People

From a business perspective, sales often means the difference between success and failure; having a great product or service is useless without the ability to influence others to buy it. However, sales for many is challenging or even uncomfortable.

Mind Group's *Sales for Non-Sales People* program translates psychological research and professional sales experience into engaging practice.

The program is highly experiential, helping participants to develop effective strategies and techniques to sell more comfortably, authentically and effectively to achieve stronger outcomes.

Who is the program suitable for?

- Business leaders
- Sales and marketing
- Professional services

Program Components

The program is 1-day fully customisable workshop which we run in-house for clients. It can be tailored to the specific sales challenges within any organisation. Leaders prepare one or more specific influence challenge(s) they are keen for participants to work on and practice across the workshop.

Standard Units (Customisable):

- Why sales? Are we 'sales people'?
- Influence challenge analysis:
 - What do we sell? Why would people buy it?
 - Who is our client? Who could be our client?
- The '12 Tactics of Influence'
- Lead generation and client development
- Consultative selling – interaction structures and barrier management
- Continuation and closing
- Actions / continuing development

For more information email us at info@mindgroup.com.au or contact your preferred Mind Group psychologist directly.