

Behavioral Selling Skills

Selling How Your Customer Wants to Buy



Program Agenda

- Social Styles Validation
- Human Behavior
- Understanding Your Report
- DISC Power Points
- Your Customer's Style
- Behavioral Buying Habits
- Advanced Language Learning

Lewis Associates, Inc.

We are a Chicago-based training and consulting firm. Since 1992, we have helped companies create *strategic business advantage* by developing the skills and performance of their people. We work with companies that want to enhance the results of their sales activities and improve their leadership effectiveness.

Based on a foundation of integrity and respect for the individual, we are responsive and flexible; resulting in a long term legacy of helping others achieve their goals.

The single biggest obstacle to sales success is tension between the sales representative and the customer.

When this tension is clear, some call it a personality mismatch. Most sales representatives do well when the customer matches their style, but what about the rest of their customer base?

When a sales representative meets with a customer, chances are their personalities will not be identical. Somebody has to adjust. The sales rep should do the adjusting, of course. If by adapting their style, they can allow the customer to remain in their own comfort zone, they increase the chances of the customer making a purchase decision.

Advanced sales success requires skilled people-reading and subtle shadings in the style and focus of communications to create an environment in which the prospect can make a buying decision. **Behavioral Selling Skills** is a training and coaching tool to help experienced salespeople become superstars. First the sales rep is provided with a computer generated, personalized overview of their own DISC behavioral style. Next, their natural approach to the selling process is revealed.

A revolutionary breakthrough in applied selling technology, **Behavioral Selling Skills** is a learning system that helps sales professionals develop the flexibility needed to adapt their behavior to buyers' behavioral preferences and expectations. Based on practical, real-life examples, the program helps them sell the way their buyers want to buy, resulting in more productive, long-term client relationships.

Monte provided my experienced sales team with key insights and helped us develop a consistent process to drive our sales activities. He delivered an engaging, high quality program that had very positive effects on our results. I would strongly encourage anyone to get to know Monte and what he can do to help your business grow.

*Karl Berland, Regional Manager
Siemens Medical Solutions*

