

CONCEPTUAL SELLING

OBJECTIVE

At the end of the training, participants will be able to fully convince the other party through a highly conceptual set-up of the presentation. Objective is to apply a process of developing and delivering complex ideas in a logical, creative, passionate & structured way, enabling the other party to fully see & understand the benefits, to accept the proposition in principle, leading to a willingness to act without interruption, objection or negotiation.

The trainee will be successful in making the other party do exactly what is expected – no matter how complex the matter is.

TRAINEES WILL LEARN TO ...

- ... make the other party say: "Yes!"
- ... apply the right attitude for developing a great conceptual selling presentation
- ... use logic, creativity, passion and the right structure to tell a great story
- ... communicate complex issues in a simple and understandable way
- ... manage objections before they are even raised
- ... make the other party think: "Wow, this really makes sense to me!"
- ... make the other party do what they want - immediately

STRUCTURE

- Theory
- Case Study
- Personal Feedback

CONTENT

- About Creating a Symphony
- Changing the Attitude
- Knowing the Imperatives
- Opening the other party's Mind
- Drawing a Picture
- Opening the other party's Heart
- Telling a Story
- Applying Passion
- Avoiding Traps
- Real life Examples
- Preparing their own Conceptual Presentation

PREPARATION

- Each participant shall bring a (ppt) presentation to the training that he/she created.
- The participant is required to be familiar with the content of the presentation.
- No written preparation needed.
- Laptop is required with the (ppt) presentation on it.