



EMPATHY
DRIVEN
SALES
TRAINING

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WIN WIN DIFFERENTIATING SELLING SKILLS WORKSHOP

The WIN WIN Differentiating Selling Skills Workshop is designed to equip sales professionals with the essential foundational skills needed to excel in guiding customers towards success. This comprehensive program is facilitated over two back-to-back half-days, ensuring maximum impact and engagement.

This program is structured around **The Five Stages of the Sales Cycle**.

INTRODUCTION

Communicating to the Old Emotional Brain
Old Brain Stimuli and Cognitive Biases
The Four Levels of Emotional Intelligence
The Five Stages of the Sales Cycle

1 ATTRACT

First Impression Management
Appearance, Attitude, Effort
Emotional Intelligence - Self Awareness/Stretch Strategies
Digital Appearance
Networking / Research

2 EMPATHIZE

Emotional Intelligence - Relationship Awareness/Mirror Strategies
Understanding Personality Styles
Indirect Mirroring
Rapport Building
Building Advocates

3 ACKNOWLEDGE

Asking Questions & Active Listening
WIIFT
Handling Objections with Empathy
Handling Price Objections with Pride
Differentiating and Value Messaging

4 GUIDE

Reading Non-Verbal and Verbal Cues
Guiding Customers
Closing Defined
Closing Guidelines and Approaches
Negotiations with Empathy

5 PARTNER

Account Management
Customer Retention
Handling Problems
Feedback Reviews
Referrals

DELIVERABLES

- Empowered sales team with new best practice influence skills for competitive markets.
- Proven sales process to effectively guide customers through the sales cycle.
- Team members with heightened self-awareness trained to overcome their personality blind spots, resulting in a team operating at higher levels of Emotional Intelligence.
- Customized personality assessment coaching reports for each team member.
- Sales team leveraging neuroscience to increase communication effectiveness.

Register your team today for this transformative Differentiating Selling Skills Workshop and witness the positive impact on your team's performance and results!