

## TRAITS COMMUNICATOR SALES & CUSTOMER SERVICE TRAINING

*In the one-day TRAITS Communicator workshop, sales and customer service representatives will gain practical insights into their own style, how it impacts interactions, how to identify the style of their clients and prospects, and what they can do to adapt their natural style to build better relationships.*

### **Build Understanding and Skills to Address:**

- How styles impact the quality and success of client/customer relationships;
- “Why did they say that?” – anticipating client/customer responses;
- Preventing lost opportunities due to unintended miscommunication; and
- Making “profitable” adjustments – creative ways to immediately build strong rapport with prospects and customers.

### **Workshop Objectives:**

- Understand which style responds best to your own – and how to adjust your style to maximize prospect and customer potential.
- Identify specific approaches with current clients that will improve the quality of your next meeting and shorten the overall sales cycle.
- Learn to use communication skills to cultivate repeat business, increase purchases, and create customers who will remain loyal to your business.

Through interactive learning experiences, self-analysis, and small group work, your team will make important discoveries about their interactions with others that can be integrated into any prospecting, presentation or negotiating environment.

Participants are provided a comprehensive TRAITS Communicator manual for use during the session and ongoing reference thereafter.

Cost of Session: \$4,800 per day (6-12 participants)