



SELLING IDEAS

You might not realise it, but you actually go about "selling" all day long: selling an idea to one of your colleagues, convincing a client or partner, persuading your superiors, convincing others not under your responsibility to work with you, swaying a customer regarding the relevance of the your proposed solution. In fact, your ability to defend your viewpoint, convey your enthusiasm and orient the opinion of others to your solutions ties in closely with your professional success. Charisma or personal influence are not qualities we are born with; they must be learnt. This original course teaches you the techniques for persuasion used by the best sales people. After all, an idea is like a product or service – it has to sell. Understanding what motivates others to fall in line with them, establishing the right conditions by asking the right questions, arguing your case effectively, dealing with objections and concluding: these steps are applied whenever one person tries to persuade another. Devised with a leading sales specialist and proven with thousands of "idea sellers", this course will show you how to master these steps.

This programme is designed for:

- assistants
- central function staff
- anyone who has to deal with customers

At the end of this course you should be able to:

- create an atmosphere that is conducive to persuasion
- use effective argumentation
- prepare for and deal with objections
- adapt to the other person's motivations
- get the other person to accept your solution

The communication certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

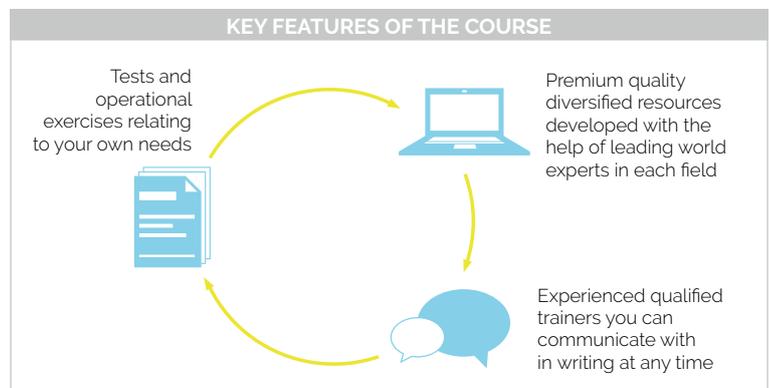
solutions you come up with won't be lost because you were unable to defend them
you'll develop your leadership and influence

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

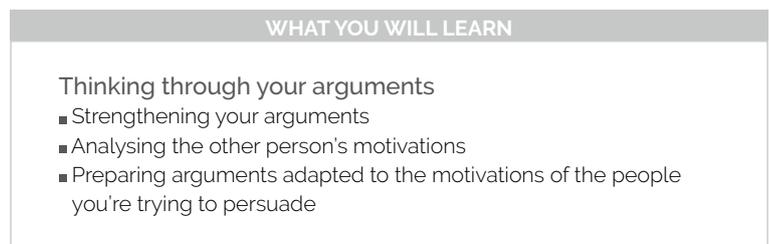
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



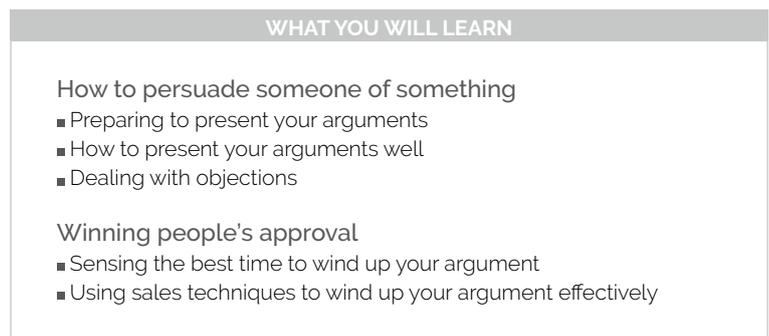
2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

