

Sales psychology

Our mind is crucial for us to win in sports - how we deal for example with fear, over-motivation, expectations that we have for ourselves or get from others, responsibility for meeting the target. Our desire to succeed and win may result in a failure even in situations we were handling “during trainings” without any problem. Selling is very similar to sports as salespersons may win or fail for similar reasons.

This programme is designed for Managers, Sales Representatives, Sales Support Staff from all industries, both beginners and the experienced. You will deepen your knowledge of sales psychology and learn how to use it in practice so as you win in key situations. The programme contains realistic specific situations and diagnostic tests for better understanding of your personality.

Goals of the programme

- Learn how to be a winner – improve your training, tactics, strategy, but first and foremost you mental wellness.
- Boost your mental endurance and strength – win in your head
- Learn how to handle difficult or conflict situations and, by doing that, increase your ability to win at a crucial moment
- Practise and learn how to manage your fear of failure and how to turn it into your favour
- Take better care for your mental health in order to achieve long-term success in an efficient way

Participants in the programme

- Managers
- Sales Representatives
- Sales Support Staff

Duration of the programme

- 2 days

Why to take part in this programme?

- To learn how to be a winner
- Guided by a lecturer qualified in psychotherapy, you will know your personality better and learn how to overcome your inner obstacles – how to work through a difficult situation and turn it into your favour
- To learn how to analyse your business partners and how to choose a suitable communication and selling strategy before and during negotiation - you will learn how to train and improve during “the match”
- You will create the typology of your customers to be ready for specific negotiations with key customers –your technique and strategy will improve.

Organisation and structure of the programme

Structure of the programme

- How to play and win the game
- Sales psychology for success
- The most common fears of a Sales Representative and how to handle them
- Typology of customers and their psychology of decision making
- Stress management and long-term fatigue – life balance

Organisation of the programme

Name	Date	Place
Sales psychology	October 17 – 18 2017	Academy Velké Bílovice