



Business Development and Emotional Intelligence

3 days

Course Overview

Pre Course online Individual Effectiveness Questionnaire

- Creating the right first impression – simulation to allow participants to perfect the first 5 minutes of the sales visit and establish ‘best practice’ for positioning themselves and creating rapport with new contacts.
- Understanding customers – structuring the information gathering phase to understand customer requirements fully. Understanding Emotional intelligence and how to use it.
- Presenting sales solutions – practical session on presenting the solution. Participants prepare and practice sales presentations. This session will also allow participants to practice the different ways of gaining commitment.
- Handling objections – development of objection handling techniques and simulations to use the technique and the objection banks. Applied EI in closing.
- Price handling – development of skills to handle early price challenges and price objections. Simulation exercise.
- Final sales simulation – covering all the skills developed in the programme.
- Personal Plan of Action based on your EI report.