



Relationship Selling

Conversations with a Purpose

Sometimes it's not your product or price that gets you the sale, sometimes it's simply the way you connect with people. Does it seem like a lucky accident when you instantly connect with a prospect, creating a long-term client? What would it be like to do this on a regular basis? As business owners and sales professionals, we need to be aware of how we connect with our customers and suppliers. The key is the winning approach we call *Black Belt Relationship Selling*.

Business owners and sales professionals today need to be a resource their customers can rely on. This program teaches participants how to gain a competitive advantage to sell more products and services by understanding the buyer's personality style.

Participants will learn how to:

- ◆ Identify their selling style and develop an awareness of how their style influences the buying process
- ◆ Read and adapt to their customer's buying preferences
- ◆ Gain insight into how individual behaviors influence customers' decisions
- ◆ Identify what each customer needs to know in order to make a decision
- ◆ Close sales based on the various buying styles of customers
- ◆ Enhance their ability to manage customer interactions effectively and strengthen client relationships

<p>Special Rate \$175 (Regular \$249)</p> <p>Includes:</p> <p>DiSC Profile (\$55 Cost)</p>

Dates: Saturday, November 7th 2009
Time: 9:30 am to 4:30 pm
Location: TBA – Lake Oswego, OR 97035
Instructors: Christine Richards

Registration ◆ **Space is limited to 20 participants** ◆ **Register Now!**

Name: _____

Address: _____

Bus. Tel: _____ Email: _____

Company: _____

Number of Attendees: _____ Check enclosed#: _____

Visa/MasterCard: _____ Exp. Date: ____/____/____

Cardholder's Signature: _____

Cancellation/Refund Policy: Request for full refunds must be received by November 1st. After this date, there will be a \$45 cancellation fee.