



## Consultative Selling

*"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen!"*  
 Yvon Dray, Director of Training for Operations, Alcatel, Mexico City.

### Anticipating Buyers' Needs and Concerns

Understanding the buyer and the buyer decision process helps you as a sales person, to form an effective sales strategy and respond to the buyer's needs and concerns at each phase of the sales process.

The Consultative Selling program will provide you with the skills and tools for communicating and negotiating with buyers, customers and colleagues. The program will provide you with:

- **Understand how your communication and social style negatively and positively impact on the sales process**
- **Gain the skills required to be a Trusted Adviser who can be relied on as a problem solver**
- **Learn how to assess the personal needs of buyers and how to use this to increase your close rate and their satisfaction**
- **A systematic approach to understanding, communicating with and meeting others' needs**
- **A six-step negotiation process to enable you to find a positive solution with even the most difficult people**
- **A personal 'gameplan' for dealing effectively with customers and other people in your life**
- **A lifetime set of tools for improving sales performance and achieving results.**

The Persuasive Communication program has been successfully used by over one million people worldwide and has been proven over the past 20 years to be one of the world's most effective communication skills training programs. It will equip you with the people and communication skills that are vital to success in both your work and personal life.

These new skills are easy to learn and immediately applicable to real-life work challenges. You will receive feedback on how business associates perceive your natural communication style, ability to project empathy, and level of interpersonal flexibility. We help you to understand your strengths and provide you with the skills to create long-term, mutually beneficial sales relationships with customers.

### Key Features

- **360 Degree Feedback.** You select five people who know you well in your work life to complete a profile on how they perceive you as a communicator. This provides powerful self-knowledge and a platform to develop your skills during the program.
- **Unique Measures.** Unlike other tools, Persona's Personal Communicator provides valuable feedback on your empathy and flexibility levels which are key determinants of trust building.
- **Case Study Feature.** A special feature of the Persona program is that you apply your learnings immediately to a real-life situation. We will coach you, and help you to develop a practical plan for communicating more effectively with your chosen person.
- **Useful Take Home Materials.** Reports and Program materials provide you with complete feedback and information that you can refer to after the workshop.



### CASE STUDY: Mitsubishi Motors, Japan

- ▶ **Situation:** Mitsubishi Motors, Japan, was facing financial pressures due to an increasingly competitive local retail automotive home market.
- ▶ **Course of Action:** Mitsubishi conducted training for two groups: One group of 800 newly hired sales representatives used Mitsubishi's standard sales training curricula. A second group of 800 newly hired salespersons participated in a Japanese edition of Persona's Program, with a special focus on empathy projection.
- ▶ **Results:** Over a two-year period, the salespersons who completed the Persona Program *sold an average of 39 more cars per person annually* than the group that participated in traditional training, positively affecting both top and bottom line results.

*"If you understand yourself better, and understand your buyer better, then that will lead to a better understanding of the interaction that occurs in the selling process".*

Mike Godfrey, *Targeted Selling*

## Who Should Participate?

- Sales people and executives who want to improve selling techniques
- Account Managers dealing with high value or complex client relationships
- Negotiators handling complex or sensitive issues
- Leaders, managers and supervisors who want to be more effective
- Anyone who wants to communicate more effectively with others.

## Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated Persona's methodology, based on data collected in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

## About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

## About Persona

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

## Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment

## Benefits

### Outcomes of this program:

- Understand customers' decision making motivations
- Adopt relationship strategies that are geared towards problem solving and superior customer service
- Improve co-operation, trust and communication effectiveness
- Use different communication styles in the negotiation process
- Respond to and turn around defensive behaviour
- Build empathy and interpersonal flexibility
- Manage relationships effectively
- Upgrade selling skills
- Negotiate in private and public situations



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