

PART OF THE CHANGE ANYTHING™ CHANGE TRAINING SERIES

# SELL ANYTHING™

THE SCIENCE OF ULTIMATE INFLUENCE IN SALES



# SELL ANYTHING™

## WHAT IS IT ABOUT?

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Sell Anything™ develops each individual's ability to "get inside their customer's head", positioning their solution to satisfy emotional and rational needs, and to deliver the results. It develops each individual's influencing skills, developing their empathy and ability to powerfully communicate, making sales enjoyable and the process feel effortless.

Delivered in a unique and inspiring way, Sell Anything™ enables leaders and managers to become aware of, and understand, the options available to them to build their sales and pitching muscle, and to create a plan to further develop their sales skills, and assist their teams to develop theirs.

Supported by case studies, personal stories, and facilitated discussion, together with individual reflection, participants develop strategies to increase influence and communication to underpin their team's ability to deliver results.

## ABOUT US

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Our mission at Changing Change International (CCI) is create great places to work, through supporting companies to attune their CULTURE, TEAMS and BUSINESS.

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## THE SCIENCE OF ULTIMATE INFLUENCE

### You and your team will have strategies for:

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- ▶ Understanding the anatomy of a sale
  - ▶ Understanding the neurological processes active during sales conversations
  - ▶ how to grab attention and combat the fight/flight/freeze response
  - ▶ how to answer your customer's unmet needs and make sales without the hard sell
- ▶ Understanding the keys to ultimate influence
  - ▶ how to influence your prospects, clients and colleagues by speaking their language use a deep understanding of behavioural types to speak so that you are actually heard
  - ▶ how to understand and use their "convincer strategy" to help them make decisions
- ▶ Understanding the mindset behind selling through service
  - ▶ Building confidence and competence
  - ▶ Developing adaptive delivery styles, maximising the impact of your solution
- ▶ Building influence and turning customers into 'raving fans'

FIND OUT MORE

### Options

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1. 60 minute keynote talk inc Q&A
2. 2 hour facilitated training including the creation of – and commitment to – an individual action plan, workbook, and Behavioural Profile
3. A full day unpacking how to master the ultimate influence, developing the core Influencing elements, and the creation of – and commitment to – an individual action plan, workbook, and individual Behavioural and Sales Profile.