



The Client Development Institute

Predicting and Enhancing Performance



PRESENTER
Dennis Fox is the President of The Client Development Institute and the Author of *Selling the Seven C's™ Sales Training Program*, and the forthcoming book *'Real Salespeople Don't Tell Lies'*. His nationally recognized programs have helped thousands of Sales Professionals dramatically improve their productivity.

“I’ll Buy, If You Speak My Language™”

The Workshop

It's easy to sell the 25% of the population that thinks, acts and behaves like us. This workshop focuses on mastering the critical “People Reading” skills that top salespeople employ to instantly connect with and sell, the 75% that would buy somewhere else!

Benefits

- ◆ Shortened Selling Cycle Time.
- ◆ Increased Percentages of Closes.
- ◆ Higher Gross Profit.
- ◆ Increased Customer Loyalty.
- ◆ Customized Coaching Report for Each Participant.
- ◆ FlexStyle™ Behavioral Indicator Pad For Each Participant
- ◆ Can be done as a Keynote address, half-day session or full day session.

Participants will learn:

- ◆ Why They Must Know the Strengths and Distractions of Their Unique Selling Style.
- ◆ Why They Must Know How to Recognize the Prospect's “Buying Style.”
- ◆ How to Master the “Liking Principle.”
- ◆ The 3 Most Critical Determinants That Move Prospects Forward.
- ◆ How to Use Their Customized Sales Style Report to Develop an Ongoing “Action Plan” **

The Platinum Rule

*Treat others the way they want to be treated.**



**** Optional web based personalized behavioral assessment can be utilized as a part of this workshop**