



# Catapult Your Sales - Master the Art of Communication

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## **The Premise**

You can't sell Jill Brown what Jill Brown buys unless you sell Jill Brown through Jill Brown's eyes. This high-energy, collaborative teaches you how to differentiate yourself as a sales professional by getting into the mind of your prospects and selling to them the way they want to be sold.

## **The Presentation**

- Set your selling ability and results apart from the sea of competition by focusing on customer behaviors and motivations.
- Discover four styles of behavior and explore the general preferences of your particular style—and how those preferences affect your sales.
- Learn how to recognize other people's styles through the people-reading technique.
- Adapting your communication to accommodate each different communication style.
- Read and respond to your customer's style to close the sale.

## **The Takeaways**

- In-depth knowledge of the four aspects of the human behavior.
- A self-assessment and an understanding of past selling successes and frustrations.
- A people-reading guide to aid with future interactions.