



PSYCHOLOGY OF SALES

DEVELOPING PEOPLE TO GROW YOUR BUSINESS

The Psychology of Sales course digs deep into how to improve sales performance by becoming a trusted advisor and not an order taker. Solidify customers loyalty to the dealership and develop personal accountability skills to create a successful sales force.

There are two tracks to successful selling:

- 1) Mechanics of selling
- 2) Psychological mindset that drives the success of using the sales mechanics

This course breaks new ground by providing sales personnel the necessary psychological tools that drive peak sales performance and develop the skills they need to become a trusted advisor to your customers.

This “hands-on” course is packed with great tools and content and consists of several pre-course assignments that will be used during this valuable one-day course.

How You Benefit

Learn how to move from your current position on the sales career continuum to be a successful trusted advisor. There is a small percentage of salespeople that are considered trusted advisors which means there is tremendous potential residing in your dealership to improve sales.

Who Should Attend

Anyone in your sales channel as well as their supervisors or managers. Include your senior leadership team as we will address cultural issues that facilitate or interfere with creating a trusted advisor sales force.

Course Highlights

- ✓ **Creating A Personal Vision**
Successful selling is a head game starting with the personal vision you have of being successful within your sales career.
- ✓ **What Do You Want**
Knowing where you want to go is the start! Your passion, commitment and perseverance will drive the success of you achieving your vision and sales goals.
- ✓ **Values That Support Your Career**
Your personal values can be an asset or a liability to the sales process. You want to be sure your values support your career.
- ✓ **Avoiding Self Sabotage**
Three significant roadblocks that sabotage selling success are:
 - Low self-esteem
 - Lack of self-confidence
 - Fear
- ✓ **Overcoming Obstacles**
Examine the participants' personal obstacles and discuss how these can be overcome. Participants will use a 7-step personal change process to drive their success.
- ✓ **Personal Accountability**
Students will practice developing a three-month goals process to help manage their time and hold themselves accountable through their sales career journey.