

The Psychology of Communication in Sales

It is at every interaction point that we up or down our sale based on how we communicate.



In 1993 24% of the sales people made 76% of the sales Today 13% of the sales people make 87% of the sales.

.... Mike Bosworth founder of Solution Selling

Only 53.3% of sales people met or exceeded their sales target.

.... Accenture

In 62% of the deals won, sales people are still "leaving money on the table".

.... CSO Insights

And the impact on the morale of people can never be measured, especially if they followed the methodology and worked very hard.

People are the essence in sales. It might sound like a cliché, but people buy from people. People buy from people that they like and feel easy to communicate with. Therefore our communication is the main contributor to the success of a sale. BUT even after years and years of training people on sales methodologies and training them on knowing their offering, sales people still get it wrong. We see people working very hard, following their sales methodology and knowing their offering ... and still not getting the deals. So what are the differentiating factors? What are the skills that differentiates the top achievers from the average? Below a graph of the areas that contribute to a successful sale.



The reality is that so much focus is put on the left side of the graph through training, coaching and mentoring and still the sales people are not making it. The actual sale is made through working on the deals you can get and through great communication. We are not talking about a communication process, e.g. once a week an email, minutes of meetings, getting needs, doing proposals, agendas, etc. That fits into sales methodology. We are talking about communication that influences and persuades people, that builds relationships, that lets customers want to work with you. Communication that closes profitable deals.

Communication passes information. Great communication understands how people differ and apply it. Just a 10% improvement in sales has a dramatic impact on the profit. The true benefit ... generating revenue, the true driver of sustainable business.

The most important contributor to success in sales communication is the ability to understand people and in the process of doing that, change our approach appropriately. **We all differ in our approaches to communication due to the fact that we all have certain preferences in our communication.** By understanding this, we can now change our own approach and make it more appropriate to the person/s we are dealing with and in that, greatly enhance our success.

This workshop focuses specifically on these aspects. Areas addressed:

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| 1. Different styles and behaviors in communication | 5. Making the styles of communication and the behaviors in communication practical for every interaction point in your methodology (with the customer or internal) |
| 2. Understanding other people's and your own | 6. Trust and Ethics in sales and making it practical |
| 3. Applying preferences in communication to your methodology (Solution Selling, SPIN, CustomerCentric, Miller-Heiman, home-grown or no method, etc.) | 7. Influence and Persuasion techniques |
| 4. Making the styles of communication and the behaviors in communication practical for your company and the offerings you have | 8. Listening skills |
| | 9. Attitude and believing in yourself |

The 2interact communication profile

Each delegate will receive the award-winning 2interact communication profile, workshop material and build messages for your environment. The workshop uses the profile as the basis for understanding how people differ in the way they communicate. This is critical for success in sales. The sales people will have the opportunity to practice the messages built as well as what behaviors to apply in different scenarios.



The profile shows preferences in 2 areas, namely the style of communication and the behavior in communication. Below are quick descriptors of the profile.

The Communication Styles

ANALYTICAL

They want all the facts and want to analyze them. Great for communicating in a rational way through the attention to detail and facts, but might analyze too much. When talking to them talk with logic and have your facts correct, but at the same time know where you got your information from and don't make up answers.

METHODICAL

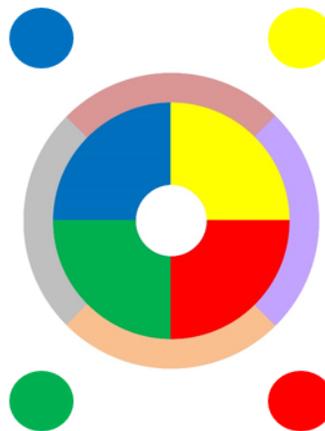
They want order and structure when they communicate. Great for finishing the points of discussion, but they don't like change to the structure of communication too much. When talking to them discuss/talk each point to conclusion and stick to an agenda, but don't be disorganized or be all over the place.

VISIONARY

They are opportunistic, risk takers and like to talk about new ideas. Great for change and outside the box thinking, but they might be too all over the place and not sticking to the issue at hand. When talking to them, talk about the future and the big picture, but don't be too inflexible and make sure there is some time for new ideas.

CONNECTED

They pay a lot attention to relationships and they want to talk about emotions and feelings. Great for focusing on the people, but they might steer away from the objective facts, process or big picture. When talking to them talk about people, be supportive and keep eye contact and don't be insensitive about people.



The Communication Behaviors

COMPETING

They normally want things to go their way or know that direction must be given. It is good when people are being directed or if quick decisions need to be made, but not so good to when we need to understand the other side's view.

Some descriptors : My way, Directive, Commanding, Listen to me

AVOIDING

They normally prefer not to give or hear opinions as their attention might be with other issues. It is good when the issue is not important or trivial, but it is not so good when the issue is important.

Some descriptors : Let's not discuss, Not important, Next topic

COLLABORATING

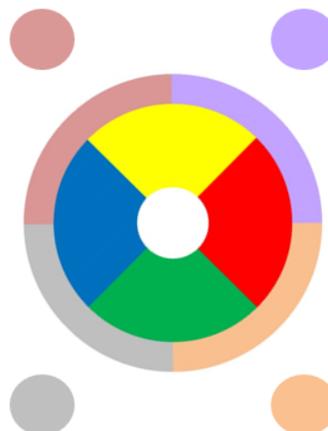
They normally take their own views and that of the other into consideration, whether they are important or not. It is good when you need to get to a mutually acceptable agreement, not so good when the issue is not important or it is a directive.

Some descriptors : Give-and-Take, My and your needs, Let's discuss

ACCOMMODATING

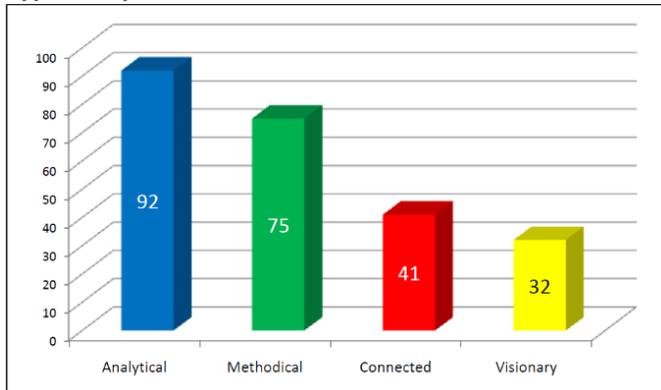
They normally pay more attention to the view or issues of the other and less on their own. It is good when the issue is important to the other or if you made a mistake, but not so good if the issue is important to you.

Some descriptors : Your way, I am listening, Supportive, Agreeing

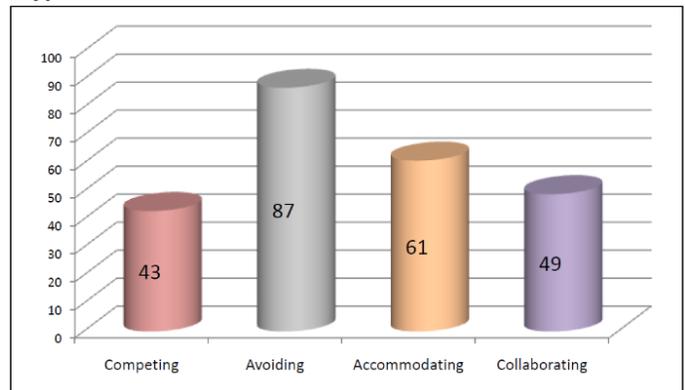


Below are examples of a person's preference in communication. These are excerpts from the 18 page profile each delegate will receive showing their own tendencies.

Typical Styles of Communication

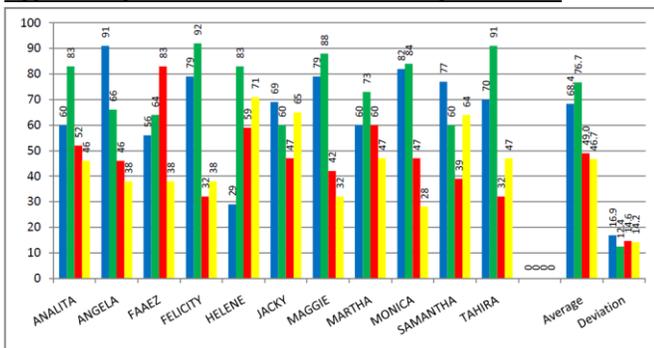


Typical Behaviors in Communication

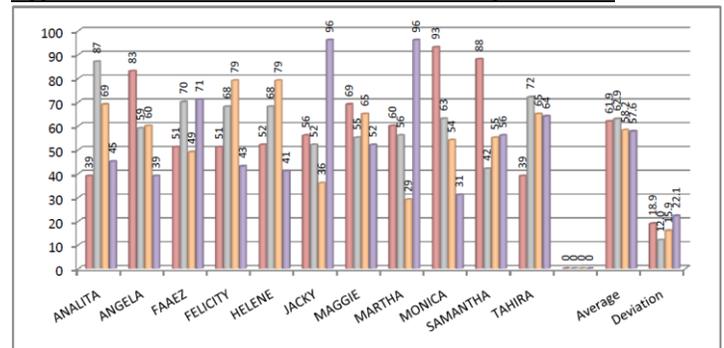


Making it practical for your company makes it immediately applicable. Below are excerpts from a typical team profile.

Typical Styles of Communication of your team



Typical Behaviors in Communication of your team



Customer statements

- *For years we have been training people on sales methodology and sales tools with good returns. But we always knew there was a missing link. 2interact filled that gap with changing the way sales people communicate... the number one tool a sales person must have. We initially used it as part of our advanced training, but have now realized it is THE most critical part of sales. Every sales person that wants to perform must do the 2interact sales workshop. It is world class and it really works. We have now been a partner of 2interact for 2 years....great great results. - Largest process sales training company in the world*
- *This is what selling is all about! – Microsoft partner summit*
- *Absolutely fantastic. – First National Bank*
- *Fantastic, worthwhile course that can be used in your home and work environment - thanks! – Dimension Data*
- *Amazing research, great models, practical and a brilliant presenter. Thank you 2interact. – Serena*
- *The course was most enjoyable. My colleagues and I learnt a lot about sales, negotiation, ourselves and each other. I would just like to thank for your time and look forward to your return. – Bosal*
- *The understanding of the human element in any interaction is critical. This was used as a basis and will dramatically improve our relationships and hence the performance of sales. – T-Systems.*