

Course : Gaining impact in customer interviews

credibility, assertiveness, influence

Practical course - 2d - 14h00 - Ref. TRE

Price : 1500 CHF E.T.



Master sales interview techniques. How can you add that little something extra that makes all the difference and boosts your impact in the sales meeting? This training course uses effective communication and persuasion techniques to help you boost your sales volume.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Conducting the interview so as not to be subjected to it
- ✓ Avoiding sterile or harmful behavior
- ✓ Use supportive communication
- ✓ Influencing your customer to achieve your goals
- ✓ Turning a critical situation to your advantage

Intended audience

Salespeople, consultants and pre-sales technicians.

Prerequisites

Sales experience desirable.

Practical details

Hands-on work

Case studies and role-playing, self-assessment tests. Feedback and exchange of best practices.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Salespeople, consultants and pre-sales technicians.

PREREQUISITES

Sales experience desirable.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Identify your reactions to customers

- Measure your assertiveness.
- Identify ineffective interview behaviors and their consequences.
- Avoiding the pitfalls of miscommunication.

Exercise

Self-assessment of assertiveness.

2 Daring to overcome fears and apprehensions

- Discover your beliefs "limiting" and constraining messages.
- Dare to sell the advertised price.
- Turn objections into arguments.
- Working in hostile environments.

Role-playing

Interact with an aggressive customer by adopting an assertive attitude. Get out of a "low position" induced by the customer. Collective debriefing.

3 Develop your image and credibility

- Know and recognize your qualities.
- Identify your limits.
- Use reinsurance techniques.
- Prepare yourself mentally.
- Adopt the attitude of a "winner".
- Use techniques to project an image of credibility.

Exercise

Mental preparation training: visualizing victory, anchoring positive feelings.

4 Argue persuasively and assertively

- Assert your intentions.
- Reassure your customer.
- Use positive reframing.
- Use the right communication channel.
- Avoiding doubt.

Role-playing

Interview training using positive reframing. Group debriefing.

5 Daring to assert yourself in front of your customers

- Respond positively to criticism.
- Deal effectively with objections.
- Give a refusal acceptable to the customer.
- Practice "anti-selling".

Role-playing

Handling customer objections. Group debriefing.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Influencing your customer

- Generate interest and support for your cause.
- Satisfy the customer's psychological needs.
- Lobbying.
- Develop your persuasive skills.
- Make yourself likeable and unavoidable.
- Take the ascendancy gently.

Role-playing

Discover the needs that motivate a customer during an interview. Group debriefing.

Dates and locations

REMOTE CLASS

2026 : 4 June, 17 Sep., 17 Dec.