

Course : Selling in color

Enhance your sales effectiveness with the 4Colors® method

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

Price : 1500 CHF E.T.

The 4Colors® method will help you to identify your comfort and discomfort zones in the various stages of the sale. This training will enable you to strengthen your interpersonal skills by adopting the right behavior at the right time with the right customer to create a trusting business relationship.

Teaching objectives

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

- ✓ Identify your own communication style to boost your sales effectiveness
- ✓ Identify customer motivations and expectations according to their profiles
- ✓ Develop effective sales pitches and return trolleys offline
- ✓ Responding to objections
- ✓ Dealing with tension and difficult moments

Intended audience

Salespeople, technical salespeople or anyone in a sales and customer relations position.

Prerequisites

Knowledge of the fundamentals of sales techniques.

Practical details

Role-playing

Practical exercises, discussions, role-playing, debriefing of your 4Colors profile.

Course schedule

PARTICIPANTS

Salespeople, technical salespeople or anyone in a sales and customer relations position.

PREREQUISITES

Knowledge of the fundamentals of sales techniques.

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.

1 Identify the fundamentals of the 4Colors® method

- The colors of communication (red, yellow, green and blue).
- Marston's four traits: the DISC.returnchariot
- The color compass to help you find your bearings in your relationship with others.
- Identify your style/colors using the 4Colors® personality profile.
- Identify your comfort and discomfort zones to better understand their impact on communication with certain customer profiles.

Exercise

Identify the characteristics of communication colors. Identify key color language points using the color language compass. Decipher your 4Colors® profile.

2 Identify customer motivations and expectations to better adapt your communication

- Formalize customer colors and their specific expectations.
- Use the non-verbal compass to identify the color of your customers.
- Identify the psychological needs and motivations of different types of customers.
- Rely on the 3 communication pillars of the 4Colors® method.

Hands-on work

Mapping your customers. Situational exercises on adapting to different customer profiles.

3 Associating color language with sales stages

- Contact us in color.
- Discovering the customer's needs: listening and questioning in color.
- Presentation of the offer (colorful sales pitches based on the SONCASE method).
- Handling objections (the CIRAC method in color).
- The right conclusion for the right customer.
- Follow-up and request a recommendation.

Role-playing

Practice arguing in color. Role-playing and training on the customer style most opposed to your personal style. Role-play on closing the sale.

4 Managing delicate communication situations

- Identify the stressful behaviors of your interlocutors and their impact on the relationship.
- Adopt the right color language to deal with dissatisfaction.
- Adapt your response to the dissatisfied customer.

Role-playing

Role-playing to practice the ERIC and DESC methods according to the customer's color.

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.

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.

5 Identify the stressful behaviours of your contacts and their impact on the relationship between you and them.

- Define your areas of professional development for each stage of the sales cycle. returnchariot
- Define your personal development areas to enrich your sales posture.

Exercise

Personal action plan.