



Converting With Influence

Increase your sales conversions, increase efficiency and maximise return on investment.

Aim:

Using advanced influencing and communication techniques, this Seminar provides each participant with a) a powerful insight to their role as a company ambassador b) the personal skills to persuade and influence others leading to successful conversions and business growth and c) build better quality relationships to encourage strong client and prospect partnerships, client retention and repeat business, cross selling and up selling, which is even more desirable in the highly competitive, challenging environment we are currently experiencing.

Topics:

The **Converting with Influence Seminar** provides participants with the skills to:

- Plan strategically to build a stronger, closer, lasting client relationship
- Intelligently target to identify real opportunities that meet your criteria
- Skilful positioning your organisation to enable cross selling and up selling
- Build rapport to develop trust and responsiveness, by understanding your clients business
- Develop critical listening skills
- Identify client needs and their 'hidden agenda'
- Build desire in the client to place their business with you
- Steer conversations to an amicable conclusion
- Determine common ground
- Develop flexibility of style to deal with different people
- Motivate others
- Closing techniques
- Develop an insight into the psychology and power of personal persuading and influencing

‘The Difference That Makes The Difference’:

This seminar is often designed in a modular format:-

- It is tailored to YOUR business through a detailed briefing, then pre-seminar liaison with each delegate.
- Day One takes place
- Delegates are given specific tasks which they must exhibit during their role following Day One. Feedback and support is implemented with each delegate by telephone.
- Day Two takes place
- An element of ongoing telephone support is offered to all delegates as a vehicle to discuss specific issues and experiences going forward, and as a reminder of the new skills (optional)
- Feedback report is compiled including individual comments from the delegates

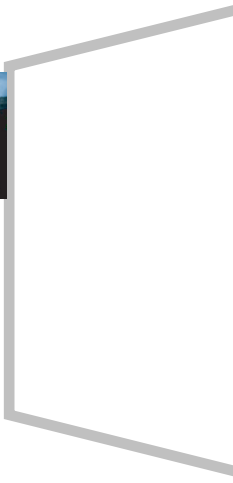
This approach ensures successful integration of the new skills into your business, providing increased motivation and effectiveness and high return on investment – effecting **REAL change!**

The seminars will be closely tailored to your business, using **REAL scenarios**, encouraging delegates understanding of **HOW** to integrate the new skills into their ‘day job’.

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Skills Gained:

Converting with Influence enhances participants' relationship building, negotiating and selling skills having the effect of more successful conversions, business growth and happier clients who want to come back.

Results:

Clients consistently report the benefits of higher morale and increased sales conversions as a direct result of this seminar. This is one of ROM's most sought after seminars – commonly delivered at senior management level and for Directors who regularly network and hold the key to major client relationships.

Who Should Attend?

Directors, Associates, Key Account Executives, Business Development Executives, Marketing Managers, Account Managers, Business Relationship Managers, Customer Service personnel and anyone in a customer facing and liaison role...

What To Do Next?

Feel free to contact Caroline Suggett to benefit from these **powerful skills** and the **RESULTS** they can bring you. Caroline's contact details can be found below, and also on ROM's website - www.rom-consultancy.co.uk



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