

TRUE COLOURS FOUR STAGES OF THE SALE

STAGE ONE OF THE SALE ** THE OPENING**

3.5 Hrs.

1. QUICK REVIEW ON TYPE
2. FOUR STAGES OF A SALE!
Does Our Natural Preference Limit Us?
3. HOW MUCH OF EACH STAGE DOES EACH TYPE PREFER?
4. THE OPENING OF THE SALE
Rapport Building Specific for Each Type.
What Each Type Is Expecting During the Rapport Building Stage.
5. BEHIND THE SCENES
The Powerful Tools Often Overlooked--Body Language, Listening Skills, Questioning Skills, Gender Issues, Communication Skills.
6. BARRIERS TO A SALE!
The Basic Needs That All Types Have Before They Buy From You.
Creating a Team with your Customer—From “WE” to “Us”
Eliciting and Ensuring Cooperation.
Effective Follow Up According To Type.

STAGE TWO OF THE SALE **EDUCATING THE CUSTOMER**

3.5 Hrs.

1. INTRODUCING MULTIPLE INTELLIGENCES TO PERSONALITY TYPE.
It Is Not How Smart You Are, It Is How You Are Smart!
2. ASSESSING YOUR UNIQUE COMBINATION OF INTELLIGENCES.
Finally Understanding How You Learn Most Effectively.
3. SUMMARY OF PERSONALITY TYPES AND THEIR NATURAL INTELLIGENCES.
Assess Your Unique Combination of Intelligences and then Apply This To Your Customers—
Adapt Your Presentation Style Effectively.
Presentation Skills and Instructional Strategies.

STAGE THREE OF THE SALE ** IMPLEMENTATION**

3.5 Hrs

1. CRITICAL THINKING SKILLS
Are You Letting Assumptions and Biases Stop You From Implementing and Closing Your Sale?
Identify Your Personal Assumptions, Biases and Those of Your Client.
2. ARE YOU VALUING WHAT THEY VALUE?
Understand What Each Type Wants To Focus On During The Implementation Stage.
3. CREATIVE PROBLEM SOLVING
Are You Able To Handle Any Problem That Gets In Your Way?
A Five Step Process To Creative And Positive Problem Solving.
4. DECISION MAKING WITH YOUR CUSOMER IN MIND.
What Is It They Would Want? What Do They Value And Need?
5. GOAL SETTING AS A TEAM.
Becoming A Partner On Their Financial Planning Team.
Experimenting With Two Different Goal Setting Models.

STAGE FOUR ** THE CLOSING **

3.5 Hrs.

1. KEEPING YOURSELF AND THE CLIENT MOTIVATED.
If Anyone Loses Motivation During A Sale, The Close Is Impossible.
2. OUT OF ESTEEM BEHAVIOURS.
What Are The Signs That The Client Or Myself Are Losing Motivation?
3. PUMP UP THAT INTRINSIC MOTIVATION?
How To Keep Yourself Intrinsically Motivated.
What Extrinsic Motivators Are Needed By The Client?
4. NEGOTIATION SKILLS—WHAT DO THEY REALLY WANT?
5. THEIR IDEAL WORKING AND NEGOTIATION ENVIRONMENT.
6. WHEN IS EACH TYPE READY FOR YOU TO ASK FOR THE SALE?
Recognize The Signs That Your Client Is Ready.
Getting Comfortable Asking for The Sale.
The Power Of The “Pregnant” Pause.