

# Communication & Influencing – Its role in the Selling Process

## Outcome

Delegates should be able to:

- Identify rules of successful communication
- Develop more effective message transference techniques
- Verbal & non-verbal communication – rules and results

## Course content

### Key topics include:

- The message and not the words
- Communication skills – the importance of removing barriers
- Sender – encoding - the channel – decoding – receiving!
- 7 challenges of communication
- Two choices – influence or be influenced
- The key to influence
- Your fears – confront and dispel
- Your personal “presence”
- Atmosphere – never underestimate its’ power

### Selling by Influencing

#### Key Topics

- Make sales – keep your dignity – the 9 steps
- Collaborate to shape the future
- Winning the political/relationship barrier
- Which “**Person**” should you be targeting?
- The Sales process – a logical progression
- Writing proposals that sell
- The Decision theory – why you should know and understand this