21 Laws of Influence for Sales eLearning Video Program

Course Overview:

Understanding the 21 Laws of Influence for Sales is vital for understanding the influencing process. This program will help explain how customers react and respond to psychological patterns and pressures. It goes over established societal demands regarding the sales industry. People are creatures of habit. Customers tend to follow these same habits and patterns. Therefore, it is important for salespeople to understand what biases customers already have in place in order to make business pleasurable for both parties. You want to fly below their influencing radar, in other words.

The 21 Laws of Influence for Sales program asks the question, “Wouldn’t you want to know the influencing strategies that people use to sell you products and services? Don’t you want to understand how you can use those in a noble way to help you and perhaps improve your sales process?” Sales ethics is the first step of setting up a long-term trusting relationship with your clients during the sales process. This course reiterates how important it is to always ask yourself whether you are leading to a greater good or potentially causing future harm. We stress that the best and correct use of the information you will learn in this program is in conjunction with the Principles of Noble Intent.

Features and Benefits:

• Learn what each influencing law is and how it applies to sales.

• Gives salespeople the valuable knowledge needed that will set them apart from the competition.

• Provides strategies that the sales manager or sales coach can use to help motivate their teams and increase their bottom line.

• Offers ways on how the salesperson, sales manager, or sales coach should act to use the law in a positive way to gain trust and rapport.

• Helps salespeople find out what’s best for them and the client.

• Provides vital information that will insure that salespeople use the laws appropriately by providing a ‘beware’ section for each law.

21 Laws of Influence for Sales Course:

Session 1: Introduction
Session 2: The Law of Agendas
Session 3: The Law of Benchmarking and Score Keeping
Session 4: The Law of Belief Replacement
Session 5: The Law of Commitment
Session 6: The Law of Consistency
Session 7: The Law of Contrast
Session 8: The Law of Expectation
Session 9: The Law of Expertise
Session 10: The Law of Friends
Session 11: The Law of Image
Session 12: The Law of Logic
Session 13: The Law of People Pleasing
Session 14: The Law of Perception
Session 15: The Law of Prospecting and Networking
Session 16: The Law of Reciprocity
Session 17: The Law of Satisfaction & Standards
Session 18: The Law of Scarcity
Session 19: The Law of Similarity and Attraction
Session 20: The Law of Societal Pressure
Session 21: The Law of Status
Session 22: The Law of 3rd Party Endorsement
Influence and Communication for Sales eLearning Video Program

Course Overview:

Learn how to properly communicate in the sales environment with your clients. With the right influencing language and appropriate use of such concepts as absolutes and generalities, you can put yourself ahead of the sales pack and establish yourself as a premier salesperson.

In this course, you will learn about the soft skills that apply to influence, such as body language and rapport building. These soft skills are essential because they are the key factors behind success in building relationships and enhancing customer loyalty.

Features and Benefits:

• Learn how important body language is to the rapport building process.

• Gives salespeople the valuable knowledge of soft skills needed that will set them apart from the competition.

• Provides effective influencing language proven to build better relationships and communicate more clearly.

• Teaches a salesperson that listening is the most effective tool they have (and how to do it appropriately).

• Helps salespeople find out what’s best for them and the client through better communication and listening.

Influence and Communication for Sales Course:

Session 1: Building Trust 1 – Body Language and Rapport
Session 2: Building Trust 2 – Mirroring, Matching, Cross Over Pacing, and Leading
Session 3: Reading People and Active Listening
Session 4: Language Patterns – Absolutes and Generalities
Session 5: The Language of Change
Session 6: Cause and Effect
The Sales Process eLearning Video Program

Course Overview:

This five step process will help elevate your sales career. Every sale follows a sequence of events from the prospecting stage to closing the sale. Further than that, the sales process consists of continued customer service and referral gathering. The Sales Process Course provides tips and techniques to effectively wade through all the stages of the sale.

The Sales Process guides salespeople through the proper techniques to ask questions, gather information, deliver a presentation, and much more. The Sales Process Course teaches salespeople that you start closing the first time you talk to a client.

Features and Benefits:

• Learn proper techniques to ask questions to your clients and find out their criteria.

• Understand how to conduct proper research and discover potential clients and their criteria.

• Provides strategies to build better relationships with your clients with rapport building techniques.

• Prepare for and create a winning sales presentation

• Learn why it is important to start closing from the first time you meet with a client and how to initiate the closing phase of The Sales Process

• The sale isn’t completed once the contract is signed – Learn why client maintenance and referral gathering is important to your future success and how to do it appropriately

The Sales Process Course:

Session 1: Introduction
Session 2: 50 Sales Questions
Session 3: Research and Discovery
Session 4: Building Better Relationships With Your Clients
Session 5: Winning Sales Presentation
Session 6: Closing the Sale
Session 7: Client Maintenance