

WHO & WHY?



For anyone who wants to be persuasive and get others' buy in, but is averse to traditional ideas about selling; or for team leaders who would like to introduce soft selling to their teams.

Soft Selling








Outcomes

- ✓ Clear understanding of what is meant by 'soft selling'
- ✓ Overcome barriers to, and reframe 'selling'
- ✓ Identify and develop key 'soft selling' skills
- ✓ Feel able to 'soft sell' with confidence

Content

- Case study: what would you do?
- Two ways of selling
- 6 steps to soft selling
- Core soft selling skills
- Role play: principles into practice
- Self assessment

Learning Approaches

-  core learning input
-  tools & templates
-  paired activities
-  role play / simulation
-  open discussion
-  case work
-  self-assessment questionnaire

 on site or  online

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Excellent, informative, and more sessions would be useful. Provided a lot to think about afterwards

Senior Manager,
Guildford

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