"Personality Styles for Profit"

Solid advice from a leading Sales & Marketing Facilitator.

TALK FRAMEWORK

Who should attend?

- The Sales Team
- HR Department
- All Managers & Supervisors
- Spouse

Duration: 60 mins – 1-day

Date:

Time:

Venue:

Your Expert Facilitator
Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).

Introduction

This talk is the cornerstone of a team's success. You just simply cannot go throughout life unconscious of these insights.

Objectives & Outcomes

- This personality profiling skill can be transferred to your team in just 60 minutes.
- How to sell to the different styles?
- How differently do the different styles sell & negotiate?
- Dramatically assists Team Work, Customer Rapport, Self Growth, and thus Profit
- A major Management and Sales Tool
- Become aware of the most important body language signals used to establish rapport with others in a sales and/or negotiation situation
- Easily spot the 4 Basic Personality Styles & consciously approach people differently
- Predict behavior
- Become aware of the world around you - consciousness is key
- For the first time, really understand yourself, colleagues and customers
- Know where to 'stretch' the most, yet be relaxed about your weaknesses whilst leveraging off your strengths
- Improve your genuine self-worth or self-esteem (*very* important for a sales team)
- "Unbox" yourself and significant others, thus prejudge less

Note: Confidentiality of your 'style' is up to each individual. We are all the styles, however one style is normally more dominant than the other styles. There is no best or worst style – so relax.

"Ian's entertaining Personality Workshop taught us more about ourselves than all our training put together."
Nobuzwe Mbotoli, Khetha Staffing Services

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