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IOWEU[©]

BETTER BUYER RELATIONSHIPSTM

The Course

This course addresses the leaders and members of sales teams, both in the services and products area.

How is IOWEU[©] - Buyer Better Relationships different from other sales course?

It outlines a different sales journey. A journey that progresses at a natural pace, where buyer and seller collaborate, with the seller facilitating the buyer's thought process and helping them achieve their goals. This results in a sales experience that the buyer enjoys rather than endures; that is recognised as different; and that the buyer wants to repeat.

IOWEU[©] – Better Buyer RelationshipsTM adds a human dimension to the sales process, recognising that it is people who make buying decisions – and they make them based on instinct more often than intellect.

As one sales director commented "your approach provides the missing link. The explanation for why we sometimes win accounts, when what we offer is similar to our competitors."

The course changes people. Buyers become more open and trusting – they share information freely and provide valuable citations and referrals. Colleagues and business associates share leads with you, safe in the knowledge that you will respect and honour their trust in you. You become more relaxed and confident, enjoying the selling process and the help you bring to your buyers.

The training program is a licence of **IOWEU International** and is based on the international sales bestseller 'Smarter Selling' released by the printing house Financial Times - Prentice Hall.

IOWEU[©] – Better Buyer RelationshipsTM is the newest concept in sales training in Romania and it teaches you how to approach sales from a brand new perspective.

IOWEU[©] – Better Buyer RelationshipsTM is the training that will show you how to approach and influence your clients in order to build personalised long-term relationships with them. You will

learn, by means of unique instruments, how to turn clients into partners and friends that can help you sell more.

IOweU© – Better Buyer Relationships™ shows you the strategies to differentiate your sales approach through:

- Recognising how you are perceived by others and being able to change that perception
- Understanding the relationship you have with different buyers and knowing how to change the nature of those relationships
- Understanding buyer types and roles and being able to adjust the approach needed for each different buyer
- Identifying price-busters, deal-hunters and value-buyers, then allocating your precious time and energy more effectively
- Initiating buyer interactions in a way that signals your clear focus on the buyer's needs
- Engaging in a needs identification process that is open, free from manipulation and enjoyable for the buyer
- Collaborating with buyers to jointly identify and evaluate potential solutions.

Course details

Minimum 6, maximum 12 participants in a group

Duration: 2 days

Trainers: Lucian Mihai, Stefan Palarie

AGENDA

1. THE OCTOGON™

Your behaviour will dictate the extent to which people will want to engage with you - people in your teams and customers. The first place to start with behaviour is with you getting an understanding of your own behaviour.

The Octagon™ behavioural questionnaire helps you to understand how you tend to behave and how your behaviour may be interpreted by others.

2. PERSONAL POWER

3. RELATIONSHIPS

- Classifying business relationships
- Evaluating current relationships
- Target relationships
- 3 challenges to building partner relationships
- Knowing me, knowing you
- Matching behaviour

4. BUYERS

- Types
- Methods to approach them
- Adapt own behaviour to the buyer's behaviour
 - √ Action points for each criterion

5. THE IOweU™ JOURNEY -- A different mindset

- Structure conversations
- Benefits for the potential buyer
- Benefits for the potential seller
- Confidence and control

6. HELPING NOT SELLING

IOweU™ TOOLS -- some new skill-sets

- Shape Questions
- SHAPE
- Focus-5
- Spicy Questions
- Effective listening
- Value Sheets
- Levels of thinking
- CC Letters
- Presenting for impact

7. SALES BEHAVIOURS EXERCISE