

# tomorrowtraining



## How to *sell* in creative ways to all generations.

Specifically for those in the sales environment, this course can be conducted over two or three days, or if you feel like more of an intervention is needed, we can structure 90 minute sessions over an extended period, addressing each topic in-depth.

Whether your teams are selling on the road, in-house, in-store, over the phone or face to face they need to be able to *adapt themselves* in order to sell in *the new world of work*. The world of selling today is all about your clients having an emotional attachment to your brand. Due to competition in the market, clients are no longer innately loyal and therefore looking for maximum-benefits for minimum-bottom line deals.

In response to this we ask your sales staff: why your brand? We teach them how to ask relevant questions; using the correct vocal tone, in order to solicit information so that they are able to '*solution sell*' rather than '*product sell*'. We educate your teams on different personality types so that they learn how to easily adapt themselves to what motivates clients, how clients listen and what pushes client's buttons. Sales teams will learn how to communicate (both verbally and non-verbally), negotiate with, treat and understand different generations. Finally your sales staff will be introduced to ground-breaking ways of selling using social media, social networking, pod casts and blogging.

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This focus unit looks at the sales preferences unique to each generation:

- what their view on selling is
- what selling techniques will work and why
- what they find offensive
- what their priorities are
- generations views on good service
- how the different generations communicate
- how they receive and internalise information
- listening skills
- persuasive language
- effective communication tools

We also have interesting and innovative post-training ideas to keep your teams up to speed with how to be the best in the cut-throat world of selling.

This course can be trained over 1, 2 or 3 days. Please contact Laura for more information regarding costing.

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