



Mid-to-Senior Level Course | Leadership Course | Team Member Course

Building brand loyalty is an art that requires excellence in both sales and customer service, essential for staying ahead of competitors. This advanced course is designed for sales professionals, equipping them with essential skills to elevate customer interactions, especially when facing challenges like negotiations, meeting high expectations, and handling objections. Delivered over 2 to 3 sessions, this course ensures participants leave with practical and strategic capabilities to drive success. The course can be enhanced and delivered over two full days (14 facilitated hours) to deepen engagement through role play, in-depth discussion of customer personas, and additional customizable topics, ensuring complete alignment with business objectives.

This course will enable sales professionals to...

- Complete Talent Authority's DISC Sales and Customer Service evaluation.
- Access exclusive online resources and receive a personalized 24-page report.
- Develop self-awareness of personal tendencies that influence sales effectiveness.
- Identify and adapt to different DISC customer profiles and their unique expectations.
- Enhance communication strategies to align seamlessly with customer needs.
- Understand the critical impact of interpersonal skills in various sales and service contexts.
- Expand on DISC insights to master six principles of effective relationship management.
- Strategically prepare for difficult conversations using a thoughtful, methodical approach.
- Recognize the impact of both satisfied and dissatisfied customers on business outcomes.
- Differentiate between various customer types and leverage the power of shared customer experiences.
- Apply practical techniques for meeting customer needs while achieving business goals.
- Participate in real-life simulations to practice and refine acquired skills in action.
- Develop a plan for the continued use and improvement of new skills, ensuring accountability and enhanced sales performance.
- Understand the sales environment and learn how to open opportunities, investigate needs, present solutions, and position offerings effectively.
- Identify the right questions to elicit valuable responses from customers.
- Differentiate between objections, hesitations, and requests to respond appropriately.

This course provides an immersive experience, combining hands-on practice with strategic insights to transform sales and customer service interactions, fostering long-term success and brand loyalty.