

## Are your sales where you want them to be? Or are you challenged when interpreting a purchasing agent's true needs?



If improvement is what you are looking for, learn what impacts purchase behaviors and create a strategy to adapt your personal style to any customer.

### Strategic Selling Strategies Thursday, October 2, 2019 | 8:30am – 3:30pm

Gain effective ways to know and address the emotions, buying styles and the motivators of your customers.

Harvard Business Review has identified that too many companies are using guesswork instead of strategy - sales are being missed - and the secret is the science of customer emotions.

**Don't Guess!** Knowing and addressing the emotions, buying styles and the motivators of your customers unequivocally impacts purchase behaviors and ultimately sales dollars. Eliminate the guesswork and learn how to adapt your business style to your customers' buying style for an improved bottom line.

**This class provides the opportunity to learn how to:**

- Identify the [emotional] motivators for each of your customers
- Create a strategy for adapting your personal style to any customer
- Connect using the science of customer emotion

Utilizing DiSC® Sales, the trusted, validated 'science' to support the strategy, participants will receive a 25-page personalized Sales Profile Assessment.

**How has it helped?** "Everything DiSC® Sales helps with current client relationships by working with each buyers personality style. Some purchasing agents are non-emotional while others are always high strung and being able to decipher or interpret their true needs with directional questioning has helped me."

Email [info@geaugagrowth.com](mailto:info@geaugagrowth.com) to order or call 440-564-1060.

**October 2, 2019 | Time: 8:30 a.m. – 3:30 p.m.**

Fee to attend (per person):            \$349.00 GGP Member    \$379.00 All others



**About Instructor Lori Gorrell, Upwards Solutions Coaching & Consulting:** Lori is a certified professional coach with the International Coach Federation and a soft-skills trainer using top notch programs as the Everything DiSC® suite of products. She is a licensed trainer for the Academy of Coaching Excellence - providing business and community leaders with coaching skills to take their professional development to the next level.

Contact Geauga Growth Partnership for questions or to order. 440-564-1060 or at [info@geaugagrowth.com](mailto:info@geaugagrowth.com)