

# Communication Intelligence for Sales

*It is at every interaction point that we up or down our sale based on how we communicate.  
It is also with every interaction with ourselves that we up or down our mindset for being great in sales.*



People are the essence in sales. People buy from people. People buy from people that they like and feel easy to communicate with. However part of that experience in sales is our ability to motivate ourselves with our own self talk. Our mindset and hence attitude is displayed in the way we communicate. A further major benefit is the ability to tell a story. The neuroscience of storytelling helps customers to make decisions easier. We see people work very hard, following their sales methodology and knowing their offering ... and still not getting the deals. So what are the differentiating factors? Below a graph of the areas that contribute to a successful sale.

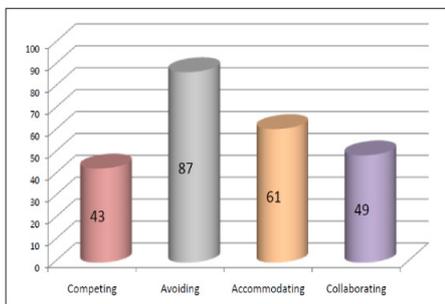
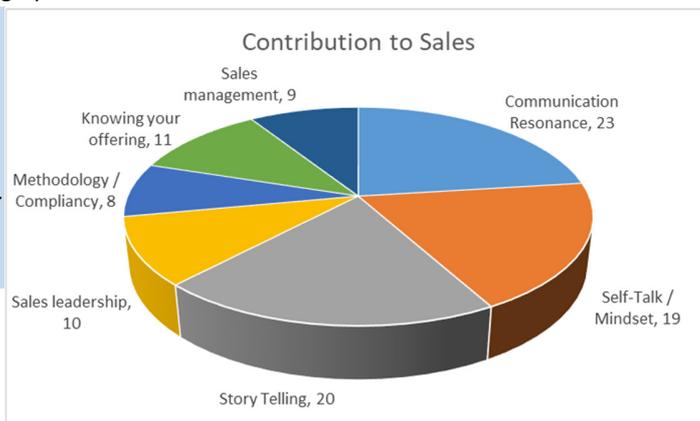
**As a salesperson, two of your most valuable assets are your attitudes and your emotions. By engaging in positive self-talk, you can master these assets and be in charge of yourself at every stage of the sale.**

.... SellingPower

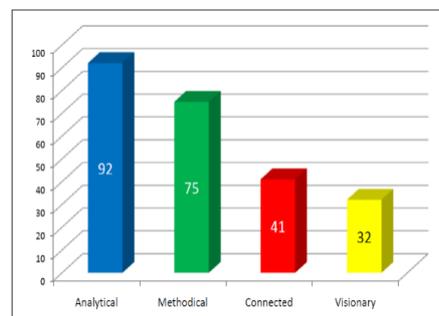
**Verbal acuity is the first attribute that separates the strongest salespeople from the weakest.**

.... Harvard Business Review

The focus must be on the areas with the biggest impact ... Communication Resonance, Self-Talk and Story Telling. Those 3 areas focus on your ability to communicate with yourself and to the customer. Communication that motivates and tells a story. Unfortunately, the history shows a focus on the other areas that contribute to a sale.



The most important contributor to success in sales communication is the ability to understand yourself and people and in the process of doing that, change our approach appropriately....to yourself and others. We all differ in our approaches to communication to ourselves and others. Each delegate will receive the 2interact communication profile, workshop material and build messages specific to themselves and to their customers and/or offerings.



## This workshop focuses specifically on these aspects. Areas addressed:

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|---|---|
| 1. Different styles and behaviors in communication.   | 4. Understanding the neuroscience of storytelling and applying it in a practical way.   |
| 2. Understanding other people's preferences and your own.   | 5. Changing your mindset through your self-talk. Creating messages and behaviours that will motivate you and create a great attitude. |
| 3. Making the styles of communication and the behaviors in communication practical for your company, your offering/s and your interactions. | 6. Making all the above practical.  |

- **2interact with their framework and associated tools are the first company I encountered that really understands what differentiates the top performing people and companies. Companies that work with 2interact adds a critical ability to people, the culture and the company to be successful Director Strategy and Innovation, Deloitte**
- **This is what selling is all about!..... Microsoft partner summit**
- **Communicating well, to others and yourself, and knowing how to influence people and yourself are the critical aspects in sales. It differentiates the top achievers. Serena**