



THE SKILLS FARM  
growing you

# SOCIALLY INTELLIGENT SELLING

**A revolutionary, high impact sales skills programme based on the groundbreaking number one Amazon best-seller.**

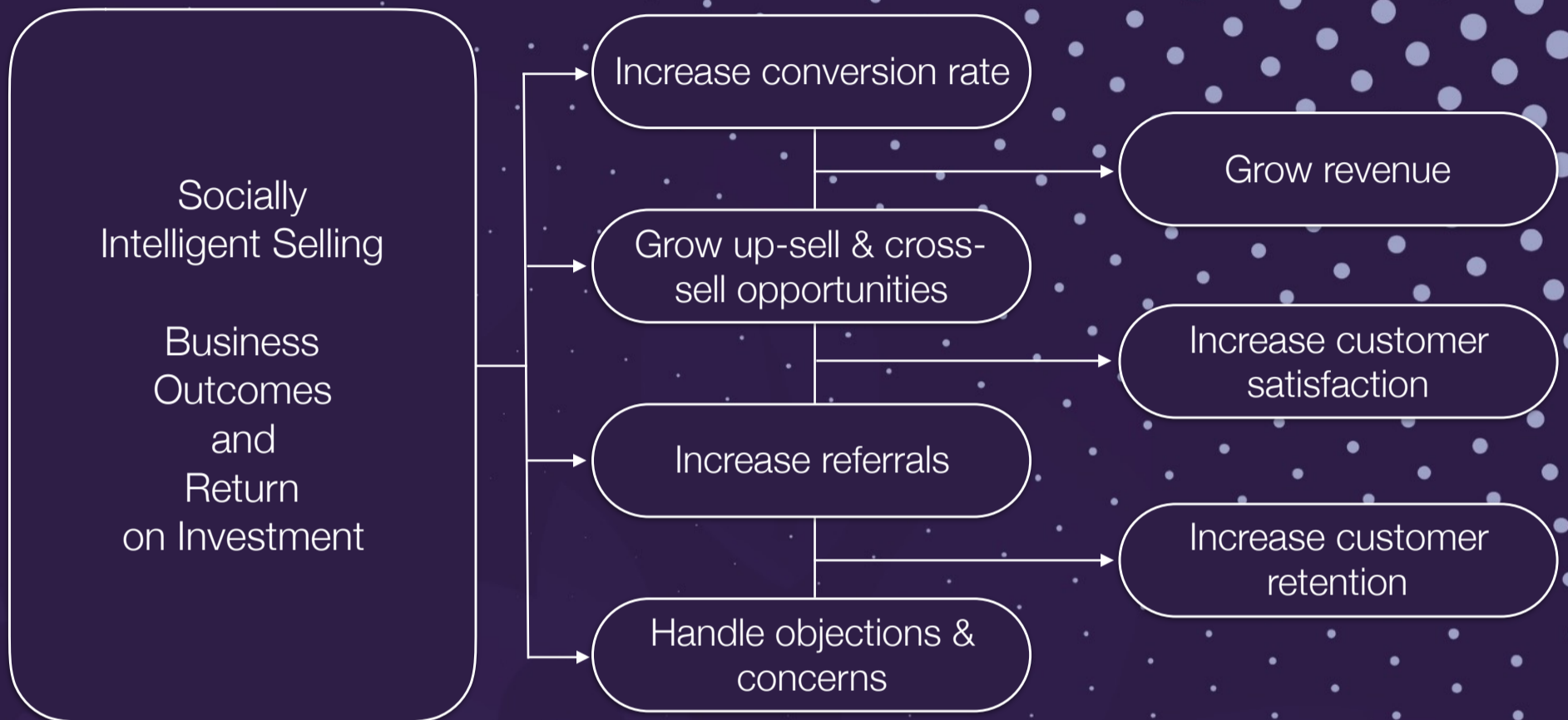
*“Sales is not about selling anymore, but about building trust, listening and educating.”*

*- Siva Devaki*

**This is your invitation to develop an outstanding selling experience...**



## What are the business benefits of this programme?



## What have previous participants said?

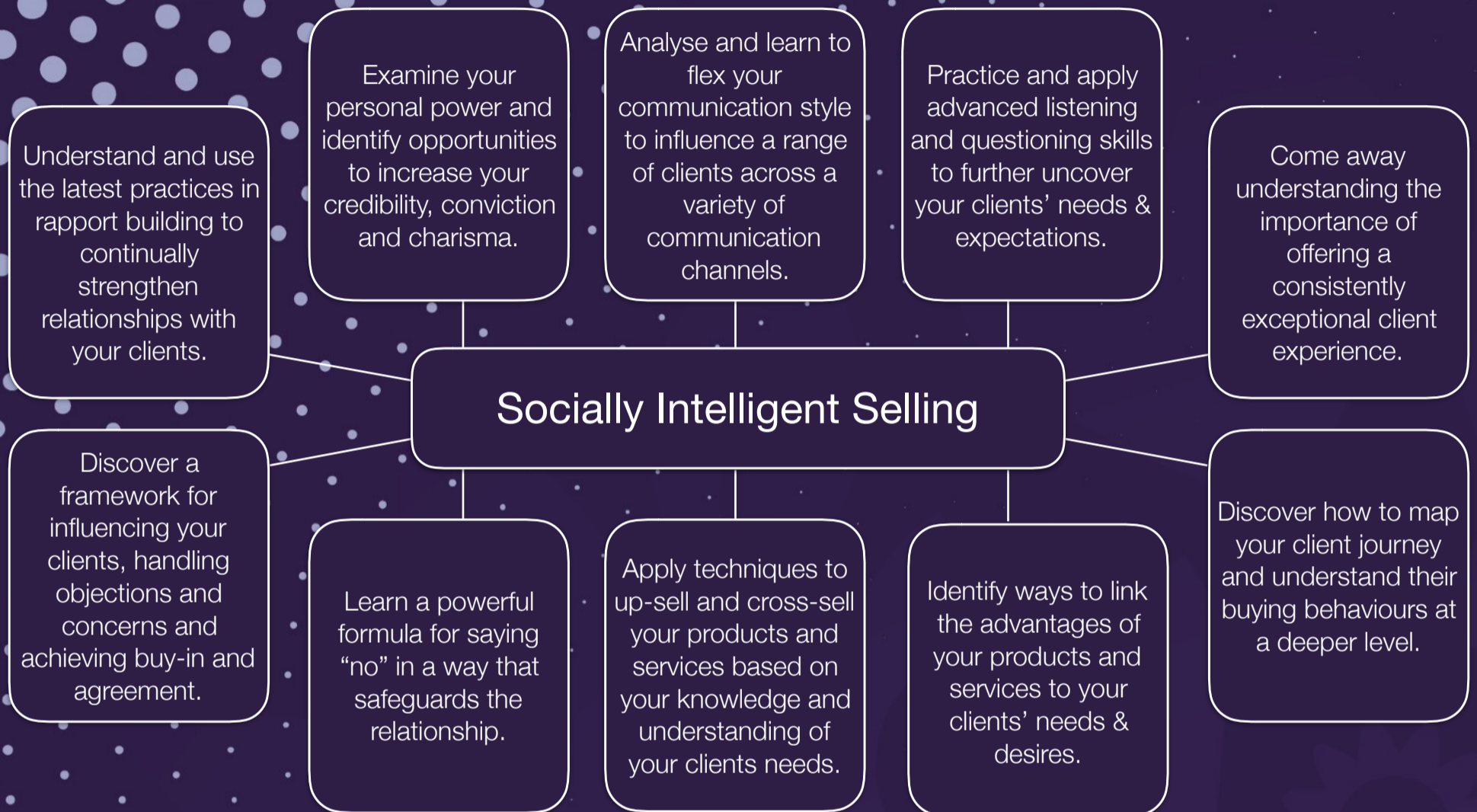
The course was amazingly informative, innovative, and fascinating. You have made me realise that it's not all about selling, it's about how we make everyone feel. It's about their journey.  
- R Bundy

This course has resonated more with me. I was kept awake and interested all the way through. It's an eye opening course enabling and encouraging us to focus on things we probably all do without realising, but the course has given structure and a purpose  
- J Pusey

I personally found it a great deal of fun as well as learning a huge amount; and it does actually work! What's great is that you're not trying to teach us to suck eggs, just deal with the situation in a different way, which has been hugely beneficial.  
- S Lansbury



## What are the learning objectives?



## Why partner with The Skills Farm?

We have been designing and delivering innovative sales skills & leadership skills training programmes for over 15 years.

Scott and Jamie have both graduated from The Master Trainer Institute in Geneva.

Since 2003 we've have been developing programmes for sales professionals, consultants and leaders at market leading companies including IBM, Apple and Deloitte.

We've delivered sales skills training to over 6000 consultants, in 25 countries.

Known for being the go-to provider for sales skills programmes, we enable sales teams to deepen their client relationship skills and sell more based on deeply understanding their customers needs, wants and wishes.

Our current clients include American Express, Deloitte, Google, Apple, Leica Geosystems and ERM.



# Socially Intelligent Selling overview



## Pricing

### Pricing Breakdown

### One-off costs

Day rate per 16 participants	Workshop delivery days	Participant booklets	Post-course field guide	Total
£1650	3	£180	£180	<b>£10,260</b>

Workshop Tailoring Day	Total
1 trainer for 1 day	<b>£1,650</b>

• additional participants charged at £275 per participant per day  
 • pricing does not include travel time, accommodation and expenses

• full breakdown of fees and T&Cs available on our website  
 • all prices exclude VAT



# Programme modules

Pre-course learning

Pre-course learning 2 hours	<ul style="list-style-type: none"> <li>• How to quickly build lasting rapport with your customers.</li> <li>• Why managing relationships trumps getting it right.</li> </ul>
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Day One

Fearless Feedback	<ul style="list-style-type: none"> <li>• Discover a simple framework for brief improvement feedback chats with members of your sales team.</li> </ul>
The Socially Intelligent Selling Model	<ul style="list-style-type: none"> <li>• Discover your own natural selling preference and learn which aspects you need to develop.</li> </ul>
Building Rapport and Taking an Interest	<ul style="list-style-type: none"> <li>• Understand and use the latest practices in rapport building to continually strengthen relationships with your clients.</li> </ul>

Day Two

Pull Before Push	<ul style="list-style-type: none"> <li>• Practise the ways to gain more insight from your customers, whilst increasing trust, and working with their agenda.</li> </ul>
Powerful Questioning Techniques	<ul style="list-style-type: none"> <li>• Practice and apply advanced listening and questioning skills to further uncover your clients' needs &amp; expectations.</li> </ul>
Advanced Listening Skills	<ul style="list-style-type: none"> <li>• Understand the varying levels of listening and practise how to truly engaging and connect with your customer.</li> </ul>

Day Three

Developing your Personal Power	<ul style="list-style-type: none"> <li>• Discover how to establish your credibility and authority in each client interaction whilst remaining empathetic, charismatic, calm, and focussed</li> </ul>
Adding Real Client Value	<ul style="list-style-type: none"> <li>• Identify ways to link the advantages of your products and services to your client's needs and desires.</li> </ul>
Saying No	<ul style="list-style-type: none"> <li>• Learn a powerful formula for saying "no" in a way that safeguards the relationship.</li> </ul>



THE SKILLS FARM  
*growing you*

An innovative, high-impact sales skills programme delivered by two experienced sales trainers over three intensive days with pre-workshop engagement to accelerate learning and implementation.

Grow revenue, increase client satisfaction, sell more and close less.

## SOCIALLY INTELLIGENT SELLING

A game-changing sales skills development programme for experienced, client-facing sales teams.

Delivered at a location and time that is convenient to your business needs.

Learn from the award-winning, Amazon #1 best-selling author and training team from Google, Apple, ERM, Deloitte and American Express.

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