



Selling

Program Outline

Overview

Daniel Pink titled his 2012 book “To sell is human”, and now we must do the most human of things without person-to-person contact.

Now more than ever, selling must become a long-term process. We can't allow our need for short-term results jeopardise the longer-term value of our client relationships.

At Red Sky, we can help you understand the keys to getting through this period with the minimum disruption possible and come out of it with strengthened customer relationships that will outlast any workplace restrictions.

Topics

- What our minds do in crisis
- Short-term vs Long-term
- Managing expectations
- Setting yourself up for success

Outcomes

- Understand what our customers are feeling
- Support them during and after this crisis
- Use the present to build a strategy for long-term success

Duration

90 mins virtual program (with prework)