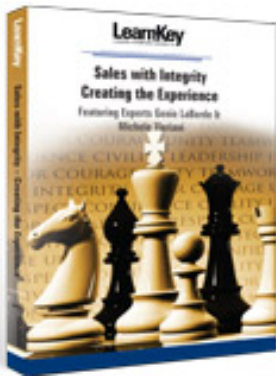


Sales with Integrity: Creating the Experience Course



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Sales with Integrity: Creating the Experience Course

1 Sessions -

2 Hours of Interactive Training

LearnKey's Sales with Integrity course is geared toward sales people of all experience levels who want to be better at what they do. By focusing on the customer's needs and how to understand what those needs might be, Sales with Integrity empowers the salesperson with the ability to perform at a higher level. Communications expert Genie LaBorde and Salesman Michele Floriani guide you through the steps necessary to recognize the modalities through which your clients communicate and teach you the methods to effectively respond in kind. Sales with Integrity isn't just about closing the sale; it moves beyond numbers and cheesy sales tactics into the realms of practical application of sales fundamentals, person-to-person connection, and trust.

Benefits

- Communication: Recognize how your client perceives the world (sight, touch, sound) and how to work with each type
- Connection: Understand the value of connection

Session 1

Section A: Introduction

- Some People Just Get It
- Selling to Everyone
- Perceptual Awareness
- The Process of Communication
- Ground Rules

Section B: Perception

- Seeing, Hearing, and Feeling
- Patterns of Communication
- Communicative Sense Preferences

Section C: Audible and Visual Signs

- Three Steps to Increase Communication
- Recognizing Preferred Sensory Modalities
- Communicating with Visuals
- Communicating with Auditories
- Communicating with Kinesthetics
- Senses as Communicative Clues
- Habitual Patterns
- Perceptual Systems Mismatch

Section D: Outcomes

- Focus on Outcomes
- Desired Outcomes
- Successful Communication
- Perceptions
- Goals vs. Outcomes
- Turning Goals into Outcomes
- Desires and Positivity
- Senses
- Dovetailing
- Long and Short-Term Goals

between salesperson and client and how that connection benefits both parties

- Confidence: Learn the skills necessary to be comfortably confident in almost any sales interaction

About The Author

Genie Z. Laborde is the author of several books, *Influencing with Integrity: Management Skills for Communication and Negotiation* (170,000 sold); the follow-up book, *Fine Tune Your Brain: When Everything's Going Right and What To Do When It Isn't*, and the workbook *90 Days to Communication Excellence*. *Influencing with Integrity* has been translated into French, Spanish, German, and Polish. Her latest is *Influencing with Integrity on the Internet*, which is an eBook and a book on paper. Dr. Laborde holds a Ph.D. in Confluent Education from the University of California at Santa Barbara. Confluent Education, based on Gestalt psychology, is the study of the affective and cognitive domains in learning; the program was funded by a Ford Foundation Grant for Innovative Education. Laborde received her master's degree from Tulane University and her Bachelor's from Louisiana State University. She is listed in *Who's Who in the West* and is a member of the American Psychological Association, the Association of Humanistic Psychology, and the American Society for Training and Development and was formerly on the MBA faculty at John F. Kennedy University. She is also an artist and has sold approximately fifty paintings in the last ten years.