



Course Outline : Selling Through the Buyers Eyes

10 Interactive Courses

Duration recommendation 12 weeks.

Course 1: [Selling Through the Buyer's Eyes I](#)

- Customer's No1 Priority
- How Customer's Make Buying Decisions
- Interactive Game.
Understanding business cashflow
- Salesperson's No1 Priority

Course 2: [Selling Through the Buyer's Eyes II](#)

- Traffic Light System
- 5 Customer Decision Factors
- Measuring Account Progress –
Unique sales tool

Course 3: [Selling Through the Buyer's Eyes III](#)

- Influencing Strategies
- Analysing Opportunities / SWOT analysis
- Workshops

Course 4: [Positioning with the Buying Influencers](#)

- Understanding Primary Decision Maker
- Buying Influencers
- Pathfinder / Blocker

Course 5: [Satisfying Personal Needs](#)

- Case Studies
- Positioning with Personal Needs
- Involving Influencers
- Workshops

Course 6: [Interpersonal Selling Skills](#)

- Bull
- Owl
- Peacock
- Lamb
- Toxic Relationships

Course 7: [Developing a Positive Track Record](#)

- The Emotional Bank
- 6 Major Deposits
- Establishing a Comfort Zone

Course 8: [Buyer's Receptivity to Change](#)

- 5 Levels of Receptivity
- Current Perception
- Receptivity to Change
- Perceived Discrepancy
- Case Study

Course 9: [Process Opportunities Rating](#)

- Sun Tzu guidelines
- Preferred Supplier Status
- Preparing a Compelling Business
Proposition

Course 10: [Developing a Compelling Business Proposition](#)