



Understanding the Customer's Perspective...and Shaping Yours

What do you think most people think of when they envision a salesperson? Quite often, it brings a negative connotation. Though many people in the previously-owned automobile business are reputable, enjoyable, and friendly; the mere term “used car salesman” triggers an image of dishonesty and low (or no) ethics.

While the adage “everyone is in sales” is true, those responsible for business development and growth, must understand that they are literally viewed by potential customers as a salesperson, regardless of their job title. As such, they are subject to whatever stereotypes may accompany that mindset.

This presentation will reshape the participants' realization of how this can impact the relational dynamic when they call or meet with prospects and/or potential customers. They'll gain a new perspective on how they can positively influence that pre-disposition through their approach and pursuit of the customer/business.

After participating in this training, attendees will:

- Realize that, like it or not, they **are** in sales...(but they'll begin to embrace it).
- Understand that people want to “buy”, but are afraid of being sold something.
- Focus on 2 paradigm-shifting goals that will keep the relationship and the process moving forward.
- Recognize key people who they may be able to enlist to help them.
- Begin to reshape the average person's perception of and the trust they have for salespeople...(Hey, it's worth a try!)

This was very effective in putting things in a different perspective. I will definitely use this strategy daily!

Brittan Jumper/Customer Service Representative/Plains Capital Bank

This is the best C³ (Customer Centered Culture) training I've had. It provided tangibles that I can use immediately.

Tiffanie Coleman/Dir. of Community Services/Denton County Friends of the Family

This was one of the most captivating and resourceful presentations I have ever attended. Randy was fun, energetic, and an obvious expert in his field.

Amber Laudan/Business Development Mgr./Adecco

Teaching the Essential Elements of Excellence for work and life!