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## MBTI-Sales Effectiveness



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## **MBTI - Sales Effectiveness**

"MBTI - Sales Effectiveness" facilitates participants to understand their own personality type preferences to reinforce sales process and achieve great results. Over 4 million people go through MBTI questionnaire every year and it is considered as a gold standard in its application to improve the participants sales process, personalise their approach to connect to the customer, understand the customer needs, respond to win their hearts and minds. Participants will learn how to sell successfully and build long lasting customer relationships. This highly interactive program is ideally suited to all Sales Professionals.

### **Aim & Objectives**

- Myers Briggs Type Indicator provides the participants with their psychological preferences for understanding how to apply them for selling.
- MBTI is considered a gold standard and one of the best psychometric tools in the world used for sales training.
- Participants will take the genuine MBTI questionnaire during the program to get to know their personality types.
- Participants will be facilitated to understand their strengths and the contributions they make to build customer relationships, teams and organisational success.
- Participants will become aware of the areas of improvements and blind spots to improve their sales process, adopt their selling styles to build customer relationships, gain agreements and close the sale.

### **Workplace Outcomes:**

- Participants will personalise their approach to connect to the customer, understand the customer's needs, and respond to win the deal and their hearts and minds.
- Participants will learn how to sell successfully and build long lasting customer relationships.

**Duration:** 1 Day

### **Methodology:**

Presentations, Lecture, Case studies, Role Plays, Simulation Games, MBTI Questionnaire



**Participants:**

All Sales professionals