

# FLEX SELLING

Advanced Selling Techniques for Sales Professionals

## MATCHING YOUR SALES APPROACH TO CUSTOMER NEEDS

Customers Are not Difficult, They are Different. *Flex Selling* teaches how to adapt your sales style to the customer's expectations and buying pattern. This workshop uses the framework of the Myers-Briggs Type Indicator (MBTI), a personality assessment with over 50 years of research and used internationally by over 5 million people.

In this interactive sales workshop, you'll discover:

- How to recognize customer clues; the key differences in each customer's communication, information-gathering, and decision-making preferences,
- How your personality type may differ from your customers' preferences, and how to adapt without appearing insincere,
- How personality types play a critical role during the two most important phases of the sales process: The Initial Contact and Closing, and
- How your own personality type may affect your performance in each phase of the sales process.

### IN-HOUSE

Make This Workshop Yours

We can customize this course for your organization and deliver it at your preferred location.

To find out about bringing this course in house, please contact : 0321 - 8944246  
urooj.qc@gmail.com

## Course Objectives

1  
Understand  
Your Natural  
Selling Style

2  
Understand  
Your Customer's  
Buying Style

3  
Learning To  
FLEX to match  
Customer's  
Buying Style

4  
Increase Customer  
Satisfaction and  
Improved sales



## Course Content

### Overview

- Relationship between Psychological Types, Communication and Selling
- Importance of Flex Sell

### Module 1: Focus on Self

- Basic Concepts of Psychological Type (MBTI)
- Understanding Four Preference Pairs (E-I, S-N, T-F, J-P)
- Discovering and Validating our own Type
- Understanding our own Communication and Selling Style

### Module 2: Focus On the Customer

- Understanding Customers in ST, SF, NF and NT Type Modes
- Listening For Behavior Cues: Sounds of ST, SF, NF, NT Customers
- Understanding and Identifying E-I and J-P Preferences of customers

### Module 3: Flex Selling

- Matching for Extroversion-Introversion
- Adapting to ST, SF, NF and NT modes of Customer
  - Matching for Judging-Perceiving Preferences.

### Course Outcome

At the completion you will be able to:

### Module 1:

- Describe your own Psychological Type Preferences in terms of the Myers Briggs Type Indicator (MBTI) Framework
- Identify ways your Type prefers to interact
- Recognize behavior cues from each Type preference

### Module 2 :

- Identify the Behavior Cues of the customer's Type Mode
- Explain how others prefer to receive communication
- Discuss and begin to practice alternative ways of communicating with customers of different Type Preferences

### Module 3 :

- "FLEX" your Communication to match your customer's Type Mode
- Explain how your own Type Preferences might effect what you say and do in an interaction with a customer

# The Secret To Successful Sales: Adjusting Your MBTI Style

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.

- Participants will personalize their approach to connect to the customer, understand the customer's needs, respond to win the deal and their hearts and minds.

- Participants will learn how to sell successfully and build long lasting customer relationships.

## Workshop Investment

**PKR**  
**14,500/-**  
per participant

**10%**  
GROUP  
DISCOUNT  
on 3 or more participants

### Trainer

Dr. Muhammad  
Qamarul Hassan

FOR  
registration



## FACILITATOR'S PROFILE



Dr. Muhammad Qamar-ul-Hassan, founder of Qamar Consulting (Organizational Development, Team Building and Leadership Development Consultancy Company), is a Consultant, Trainer and Researcher who has been striving to promote Human UNDERSTANDING and IMPROVING relationships among individuals of Pakistan. A Senior Certified MBTI Practitioner (2005), he is the pioneer and the leading expert on "Personality Type and Type Based Performance Improvement Solutions" in Pakistan. Discovering Human Potential and Optimizing Performance, individually and in organizations, summarizes what he does and passionate for. Two words: UNDERSTAND and IMPROVE best describe his business philosophy and the work he is doing since 2005 with different institutions, organizations and individuals.

## CLIENT TESTIMONIALS

"We engaged Dr. Qamar as part of an overall team building exercise for the top management team, and found the MBTI services to be extremely valuable and insightful in building enhanced preserves and understanding of our personality types both as individuals and as an overall team."

David Lawrie

Director Human Resources

Philip Morris (Pakistan) Limited

"MBTI workshop is amazingly successful method in identifying personality traits and then working on in improving the key traits to make your life successful. Dr. Qamar has done tremendous work in inspiring young minds at NUST SEECS Islamabad".

Dr. Arshad Ali – Director General NUST

SEECS

"It was an excellent initiative. Dr. Qamar-ul-Hasan's in-depth knowledge of MBTI as a psychometric tool has helped us to gain a greater insight and understanding of this instrument. The MBTI assessment workshops we have had for our employees have opened the doors of self-awareness which is helping them understand not just their own selves, but others also; professionally and personally both".

Hinopak Motors Limited

## OUR CLIENTS



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