



*Training Course:
The American Integrated Approach for
Developing Sales skills*

*11 - 15 January 2027
Kigali (Rwanda)*

Training Course: The American Integrated Approach for Developing Sales skills

Training Course code: SM234905 From: 11 - 15 January 2027 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction

Statistics indicate that sales professionals often achieve higher results with clients who share similar personality traits. While this alignment can lead to stronger short-term performance and increased transaction frequency, it gradually creates limitations in market coverage and weakens overall sales effectiveness, leaving opportunities for competitors to penetrate untapped segments.

Recognizing this challenge, leading American organizations have collaborated with consulting firms to develop integrated, psychology-driven sales solutions. These approaches focus on expanding sales capabilities by enabling professionals to understand diverse customer personalities and adapt their communication and selling styles accordingly.

This program introduces a structured methodology that enhances sales channels, strengthens client engagement, and improves communication effectiveness through behavioral understanding and practical application.

Course Objectives

- Achieve a direct and measurable increase in sales performance
- Improve confidence levels within telesales and call center teams
- Strengthen coordination between sales, CRM, and marketing departments
- Accurately identify customer needs and expectations
- Master verbal communication elements tone, cadence, pitch
- Utilize structured tools to enhance communication effectiveness
- Apply personalized stress management techniques
- Increase customer satisfaction and loyalty levels

Target Audience

- Sales Representatives
- Telesales Teams
- Call Center Agents
- Customer Service Staff
- CRM Teams
- Sales Supervisors and Team Leaders

Training Outline

Day 1: Customer Psychology & Color-Based Profiling

- Introduction to behavioral sales psychology
- Understanding the four customer personality "colors"
- Identifying customer motivations and buying behaviors
- Recognizing personality types in real scenarios
- Self-assessment of participants' own profiles
- Practical exercises and simulations

Day 2: Adapting Sales Techniques to Different Personalities

- Matching sales approaches to personality types
- Building rapport with different client profiles
- Effective communication strategies for each category
- Avoiding common communication mismatches
- Role-playing and practical application

Day 3: CRM Integration & Account Strategy

- Integrating color profiling into CRM systems
- Developing client profiling templates and customer cards
- Training CRM teams to identify personality types over the phone
- Account segmentation and prioritization strategies
- Analyzing accounts opportunities, strengths, weaknesses
- Setting tailored objectives and action plans

Day 4: Communication & Voice Mastery in Sales

- Advanced verbal communication techniques
- Voice control tone, pitch, clarity, cadence
- Building a professional service image
- Vocal conditioning exercises
- Cold calling vs. warm calling strategies
- Asking effective questions open, closed, probing techniques
- Practical call simulations

Day 5: Negotiation, Relationship Management & Performance Optimization

- Negotiation techniques tailored to personality types
- Building and maintaining long-term client relationships
- Influencing customer decisions through behavioral understanding
- Maximizing resource utilization and ROI
- Stress management in sales environments
- Developing actionable sales plans
- Final case study and integrated group exercise

Registration form on the Training Course: The American Integrated Approach for Developing Sales skills

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