OPEN TRAINING

Selling with Impact



Commercial professionals are often sent into the field without a structured method, and then make the best of it with their personal skills. They are far more successful with a proven approach that helps them shape the conversation, keep the customer at the center and close concretely. The **Impact Sales Model** provides exactly that. In this training, participants learn to apply its steps professionally through short theoretical introductions and, above all, a lot of practice.

Objective

During the training, participants gain the knowledge, insight and skills to apply the Impact Sales Model in a structured way. The aim: stay in control of the conversation, give the customer enough room to talk and remove (buying) resistance, with a commercially successful close as the intended result.

Topics

- The Impact Sales Model: the seven steps
- Turning product knowledge into buying motives
- Preparing for a sales conversation
- The opening: structure and control via 'A.D.A.'
- Needs analysis and funneling with Key Questions
- Shifting the thinking pressure
- Listening skills (L.S.D.)
- Handling resistance
- Closing concretely

Who it is for

'Selling with Impact' is designed for professionals at the start of their commercial career. The training also suits experienced salespeople who want to sharpen their knowledge, insight and skills in commercial conversations. The same proven Zenith methodology as our in-company programs, with open enrollment.

Program content

The Impact Sales Model

- The seven steps: shaping the conversation
- Begin with the end in mind

Making product knowledge relevant

- Feature – sales argument – buying motive
- Applying it to your own product or service
- Practice and training

The conversation opening

- Managing expectations: 'A.D.A.'
- Chain simulation: the conversation opening

Needs analysis

- Seek first to understand, then to be understood
- Key Questions
- L.S.D.
- Shifting the thinking pressure

Communication skills

- Questioning techniques
- Listening skills
- Feedback on behavior

Presenting and arguing your case

- Arguing from the customer's needs
- Verbal and non-verbal communication
- Handling buying signals

Objections

- What is an objection?
- When to handle it
- The 'Veer-Sprong' technique

Closing

- Direct and indirect
- Partial closes
- Closing on mutual commitment

Approach

Short theoretical introductions alternate with exercises and practice simulations, including video recordings with a review of each conversation.

DURATION

Two consecutive days
9:00 am – 5:00 pm

INVESTMENT

€ 1,695

excluding VAT

DATES 2027

Thu 27 & Fri 28 May
Thu 7 & Fri 8 October

LOCATION

Hotel Mitland, Utrecht
Ariënslaan 1, 3573 PT Utrecht

Additional venue costs are € 200.00 (excluding VAT). These cover room hire, coffee, tea, water and lunch. Any other costs are for the participant's own account and are settled directly with the venue.