

# SALES SKILLS FOR ANY ROLE

*Professionals work with customers everyday whether they're an external client or a colleague in another department.*

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Every professional, regardless of title, relies on conversations to influence outcomes, strengthen relationships, and create value. Whether you're collaborating with colleagues, working with partners, or engaging customers, success depends on the ability to connect with others and communicate with purpose.

This one-day program introduces a practical framework for leading meaningful conversations that build understanding and trust. Participants will learn to prepare thoughtfully, listen with intention, and guide discussions that move ideas forward. Through hands-on activities and reflection, you'll gain tools to adapt your approach, address challenges with confidence, and achieve results that benefit everyone involved.



## Participants will walk away with these skills:

- Approach professional interactions with greater clarity and confidence.
- Adapt your communication style to strengthen understanding and rapport using DiSC principles.
- Ask insightful questions that uncover needs and motivations.
- Present ideas that align with shared goals and values.
- Navigate concerns and maintain progress toward positive outcomes.

## Audience:

Professionals at any level in any industry who want to improve their communication skills with internal and external customers.

## Duration:

This program consists of one full-day, in-person session.

## Cost: \$695 General Registration

**Select Discounts Available**

**0.6 CEUs will be issued for this program**