



Brownlee & Associates, S.L.  
Paseo de los Olivos, 20, 1ºB,  
Madrid, 28011, España.  
Tel: (34) 91.526.2505  
Web: [WWW.brownlee-associates.com](http://WWW.brownlee-associates.com)  
Correo electrónico: [Brownleeassociates@gmail.com](mailto:Brownleeassociates@gmail.com)

## **Course outline: Reflexive Listening for Salesmen**

### **Objective:**

To provide sales staff with the practical listening skills necessary to ensure that any sales interview is successful and that the sales person is perceived by the interlocutor as a person interested in them personally, their needs, wants and lacks on a personal & professional level, and someone worth working with or buying from.

### **Target audience:**

Any member of the sales team involved in face-to-face sales interviews with clients.

### **Student-centred objectives:**

At the end of the course, the trainees will:

- Know why certain listening techniques are recommended.
- Know why & how to apply the skills taught on the course in a range of different sales situations.
- Have had a lot of practice in applying the skills in non-threatening situations.
- Be able to present a controlled, professional image of a sales person who is interested in the client and the correct identification of his needs & worries so that they can be resolved rapidly & appropriately.

Duration: 1 day (09:00h - 19:00h)