



Adapt To Sell

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"Chameleon - Adapt to Sell"



is the first game-based workshop
that trains
advanced influencing & persuasion skills,
through powerful strategies
researched by neuroscience
and social psychology.

Learning Objectives



“Chameleon – adapt to sell” enables sales professionals to **understand** their customers’ **hot buttons** and **adapt their speech for maximum impact**.

It is for teams that want to make a difference in the market:

- ✓ to have an **impact from the first conversation** with **any type of client**
- ✓ to **respond effectively to objections**
- ✓ to **influence and speed-up the purchase decision**



AGENDA

The 5 fundamental needs in positive influencing - How to create "chemistry" with clients. Power Words.

Boardgame 1: The Colors - How we match the "color" of the client and the "color" of our approach.

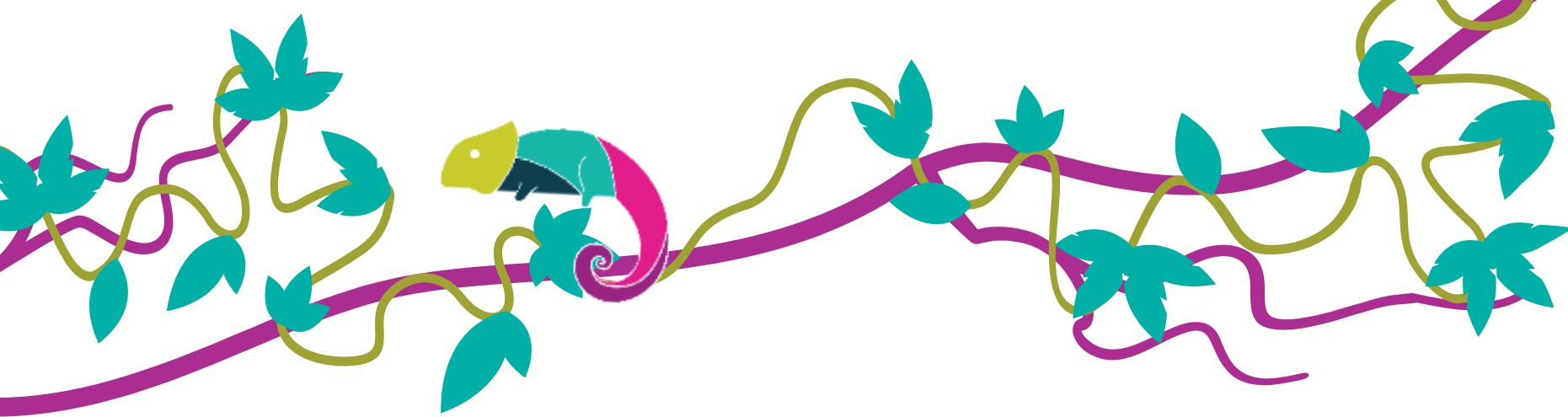
The 13 persuasive strategies by which we manage challenging reactions:

the loss, tactical empathy, consistency with self, long term-short term,	the small step, the helicopter, the strategic compliment the alternatives, social pressure,	the ace up the sleeve, reprioritization of values, 3 advantages, 1 disadvantage, honesty
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Boardgame 2: The Time Trials - quickly find the strategy.

Boardgame 3: The Maze - how we navigate the labyrinth of reactions and solve the challenges encountered on the way.





A sneak peek into the tools

THE 5 FUNDAMENTAL NEEDS



**SIGURANTA
(CERTAINTY)**



**PRESTIGIU
(STATUS)**



**AUTONOMIE
(AUTONOMY)**



**RELATIONARE
(RELATEDNESS)**



**CORECTITUDINE
(FAIRNESS)**

Power words

S

stability; continuity; small steps; organization; way of working; certainty; predictability; clear process; proofs; numbers; clarity

P

challenge; appreciation; competitive spirit; speed; differentiation; opportunities; reputation; visibility; you deserve it; special; unique; the most...the first one

A

freedom; you know best; analysis of the situation; own decision; own conclusions; independence; free will; own experience; controlled by you; choose; alternatives

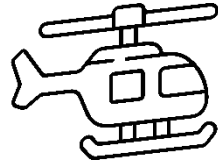
R

help; cooperation; support; call; together; partnership; close; here; understanding; support; anytime

C

fairness; criteria; equidistance; rules; objective calculations; fair; change; parameters; assume; reciprocity





S **The Helicopter**

P So **let's see as a whole, what we can achieve / what we have already achieved together** - numbers, opportunities, growth versus what limits there are.

A

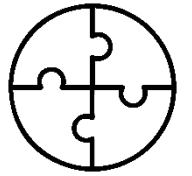
R And **you decide** if this partnership is worth it.

C



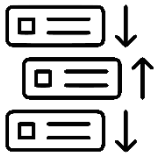
P **Ace up the sleeve**

Because we want to expand our collaboration, **what else we can offer in addition, exceptionally for you** is... extra support to...



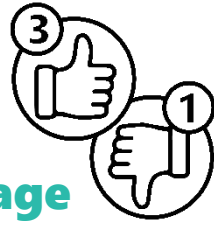
P **The strategic compliment**

R I know/found out that you have developed... **Congratulations on...** the growth/ stability of the business... That is why you benefit/ gain if...
C



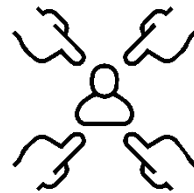
A **Reprioritization of values**

It is true that there are constraints in the current situation, **but in the end, what is more important? It is important for you to prioritize what matters most.**



R **3 advantages, 1 disadvantage**

C Our proposal of...offers you **three great advantages**:....Indeed, there is also a **condition/limitation** related to....



P **Social pressure**

R Your competitors have already taken advantage of...

R In your sector, they have already started...

other similar organizations are taking steps in the direction...



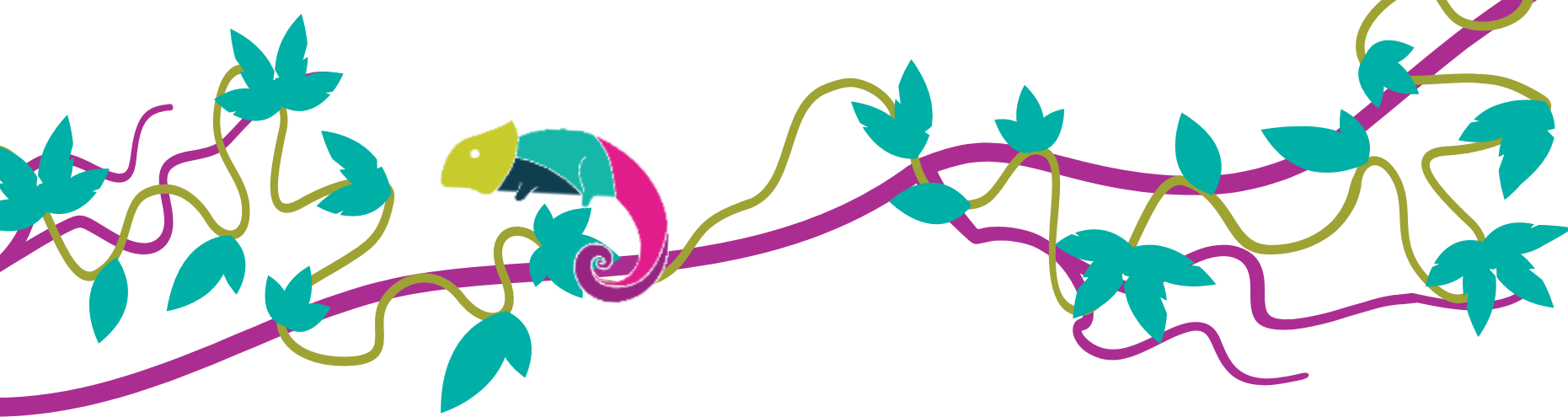
A **The alternatives**

The good news is that we have at least 2 alternatives that you can choose from.If... then...



R **Honesty**

C You are right that it is not an ideal situation. I would like to discuss honestly, what are the limits of each other and how we can reach an agreement.



About the boardgames



GAME 1 - THE COLORS



The first game trains the learners' ability to **create chemistry and trust**, using "power words".

Participants experience, through play, **the 5 fundamental psychological needs that influence the purchase decision.**

They quickly understand the needs of the customer in front of them and learn **what to say and what not to say** to positively press the "hot buttons".

It is a **highly practical game** where learners pair up and **compete** with other small teams, to become **most skilled at recognizing the "color" of their customer's need.**

GAME 2 - THE TIME TRIALS



In the second game, splitted in teams, the learners **explore 13 of the most powerful persuasive strategies** that help to move the discussion in the desired direction.

They experience **how to put strategies into practice**, using **key words and phrases**, in a **limited amount of time**, having to think and articulate the best answers to sales challenges encountered in their daily activity.

GAME 3 - THE MAZE



In the third game the participants navigate through a **maze of reactions**, using the right persuasion strategy. They learn how to:

- recognize hot buttons and move to the next level: **the right strategy to use when customers react emotionally, by reading behind the client's reactions and objections**
- apply "power words" and persuasion strategies to effectively **respond to objections and influence the decisions.**
 - **turn rejection into connection**

The game is **collaborative**, the sales teams works together to come up with **the best strategy for challenging customer reactions.**

