



ESCRW111 Know Your Customers' Communication Styles

This course explores the differences in communication styles among different personality types and explain how to relate to different customers' communication styles. It includes tips on how to quickly spot customers' styles and adapt sales style to fit customers' needs. The course also discusses how presentation skills affect the purchasing decisions of customers.

Upon completion of this course, participants should be able to:

- Identify key customer communication styles and their relevance to selling
- Identify the buying characteristics associated with different communication styles
- Identify "cues" that indicate a particular style and ways to adapt selling techniques to address the style
- Identify "style" factors that influence the buyer's decision