



# THE HUMAN-2-HUMAN SALES EXPERIENCE:

A sales training programme for customer-facing employees

e-Brochure 2024

understood

# WHO WE ARE



Carolyn Quinton, Founder & Director

## We are Understood.

Our **brilliantly bespoke** learning experiences **drive engagement and transform behaviour.**

Everything we do is centred around a fundamental human need: **to understand and to be understood.**

This is what drives engagement and leads to great experiences for your employees and customers.

Our approach is **investigative and consultative...**

*We review. We question.  
We listen. We understand.*

Our aim is to get under the skin of your organisation and truly understand: your employees, your customers, your organisation and its challenges.

We create top-notch, tailor-made training programmes that get results because they are real, relevant and impactful.

“ You truly feel that the work is in not only capable hands, but with people that really understand the outcomes you're aiming for and why you're doing what you do. The standard of production and design is nothing short of brilliant.

Hansi Jackson, Head of Learning & Development, First Bus



### GET HEAD STRONG

- Open your mind
- Be your biggest fan
- Fail better
- Trust yourself
- Never stop growing



### CREATE AN IMPRESSION

- Body positive
- Resting babe face
- Smile like you mean it
- Eyes open
- Speak easy



### MAKE BUYING EASY

- Share your passion
- Uncover the pain
- Show the solutions
- Spot the signals
- Nudge to buy



### BUILD A CONNECTION








- Stay curious
- Love to listen
- Be a natural match
- Power up the senses
- Credible compliments



# THE WHAT & THE WHY

Take the sales experience for your employees and customers to a whole new level.

## THE LOWDOWN

-  Aimed at customer-facing sales employees.
-  Four modules:
  1. Get Head Strong
  2. Create an Impression
  3. Build a Connection
  4. Make Buying Easy
-  In-person or virtual delivery: 2 x one-day sessions or 4 x half-day sessions
-  Up to 12 participants
-  Tailored to organisation
-  Professional actor scenario practice (optional)
-  Workbook & personal action plan. Pre and post-course tasks and activities.

“ At Benefit we believe in making real connections, so the Human2Human course was a perfect match from Understood.

Rachel O'Donoghue, Head of Education, Benefit Cosmetics



## Selling successfully today means selling Human-to-Human (H2H)

We often talk about 'B2B' and 'B2C' sales and selling. But in today's fast-paced digital world, it's easy to forget that at the heart of every sale is a real human being.

It's not just about transactions – it's about building genuine connections. The most successful salespeople are the ones who create meaningful relationships with their customers.

At Understood, we truly understand the human side of selling.







“ I found it very eye opening. I really enjoyed learning about the Big 5 – it will really help me understand myself and see the benefits and potential negatives and how to overcome them.

Course participant

The Human-2-Human Sales Experience is an intensive, two day training programme designed for customer-facing sales employees...

The course is structured around four key pillars:

-  **Get Head Strong**
-  **Create an Impression**
-  **Build a Connection**
-  **Make Buying Easy**

Our programme delves into every facet of the human-to-human selling and buying experience, empowering your teams to confidently navigate any scenario. They'll be equipped with a comprehensive toolkit of techniques and strategies to take their sales performance to a whole new level.



“ This course has made me consider so many things and get my brain ticking!

## LEARNING OUTCOMES

We'll help your sales professionals to...

- Value selling and their role in the process
- Challenge limiting beliefs to develop a growth mindset
- Understand and leverage their strengths for authentic customer connections
- Maximise impact with effective non-verbal communication
- Build rapport through active listening, quality questioning, and sensory language
- Adapt to different customer communication styles with empathy
- Master techniques to seamlessly guide customers through their buying journey
- Develop resilience to rebound stronger from setbacks
- Build confidence and trust in their value to customers



# COURSE CONTENT

“ Loved everything! The toolkit is so helpful to have, very visual, love the touches of Benefit, everything was super well made.



## GET HEAD STRONG

Adopt a growth mindset by challenging your typical thoughts, beliefs and actions

- **Open Your Mind:** Learn how to recognise and overcome limiting beliefs, unhelpful assumptions, and negative thinking patterns
- **Be Your Biggest Fan:** Use personality insights to boost self-awareness and lean into your strengths
- **Fail Better:** Build resilience by reframing failure and turning setbacks into learning opportunities
- **Trust Yourself:** Cultivate confidence and belief in your value, both personally and as a sales professional
- **Never Stop Growing:** Shift from operating in your Comfort and Fear Zones to embracing a mindset of growth and learning



## CREATE AN IMPRESSION

Look and feel professional, confident, and approachable

- **Body Positive:** Improve your posture to project confidence and influence how others perceive you
- **Resting Babe Face:** Use facial expressions to convey warmth and openness, inviting connection and engagement
- **Smile Like You Mean It:** Harness the power of genuine smiles to improve rapport and customer interaction
- **Eyes Open:** Use eye contact to demonstrate interest, understanding, and authenticity.
- **Speak Easy:** Master clear and confident communication through effective pacing, pitch, and projection to engage your audience



## BUILD A CONNECTION

Maximise your selling potential by rapidly establishing real rapport

- **Stay Curious:** Ask strategic open and closed questions using the Funnel Technique to uncover customer needs
- **Love to Listen:** Simple yet powerful techniques for becoming a more active and attentive listener
- **Be a Natural Match:** Use personality insights to adapt your communication style, naturally aligning with the customer
- **Power Up the Senses:** Create a memorable experience using multisensory techniques
- **Credible Compliments:** Give authentic, well-placed compliments that resonate with the customer and build trust





## MAKE BUYING EASY

Guide the customer to the right decision by understanding and meeting their needs

- **Share Your Passion:** Convey your infectious enthusiasm for the product, focusing on the benefits that matter most to the customer
- **Uncover the Pain:** Uncover customer challenges and needs through empathetic questioning
- **Show the Solutions:** Present and emphasise products or services that directly address the customer's needs
- **Spot the Signals:** Recognise subtle customer cues indicating interest or intent to purchase
- **Nudge to Buy:** Gently influence the customer towards a purchase decision through effective (yet subtle) persuasion techniques

“ The toolkit was fantastic, incredibly well written and thought out. I will certainly draw on this going forward.



# OUR VALUE

# 100%

of course participants would recommend this course to a colleague or a friend\*

\* Human2Human Sales Experience course delivered to Benefit Cosmetics November 2023

“ The structure of the two days was very well thought out and easy to follow. Perfect balance of activities. Totally relevant for everything we do.



## What's included:

- Pre-course consultation, including employee survey
- Tailoring of course to organisational needs
- Face-to-face delivery by Understood Facilitator
- Two full days or four half-day sessions
- Up to 12 participants
- Professionally-designed, printed and bound workbooks
- All other course resources and materials
- Pre- and post-course tasks and activities
- Course evaluation



# BESPOKE FILM PRODUCTION

## Why?

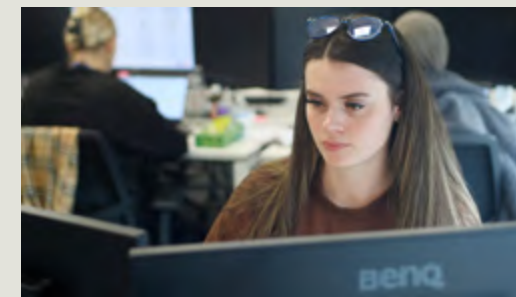
Short, thought-provoking films or audio stimulate discussion and embed learning. You can also use your films as part of internal and external communications campaigns.

## How?

We manage all pre-production and post-production activity: we prepare contributors, create scripts and direct, shoot and edit the films to a high-quality, professional standard.

## How much?

Our film production costs are fair and affordable. We produce content for a wide range of budgets, and we can tailor our video production package to suit your requirements.



[Click for a flavour of what we've done...](#)

“ Great course. We're on a winner here and the videos are top-notch.

“ My favourite part was the videos about real life driver stories.



Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

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