

Heart Selling

A fair trade.



The project.

How can trust between customer and salesperson be fostered so that doing business is experienced positively? What can I do during discussions to manage the “relationship account” with my business partner? But, also, what happens when the pressure rises and esteem turns to contempt? Heart Selling allows me to get valuable direct feedback on how my partner experiences my behaviour.

How it's done.

The group is divided into four sales teams. Each team's goal is to buy and sell parts (= products) through smart but fair negotiating. The task of one person from each team is to create a complete shape from these parts. The sales teams come together for three negotiating rounds and try to sell high and buy low. Between negotiating rounds, they meet for team briefings to further develop their strategy and to agree concrete steps. As in a real market, more and more new information comes to light that influences events and needs to be responded to. At the end of the negotiation rounds, the teams give each other feedback. The question is: “How did you experience the contact with the others?” The clever thing here is that the mutual feedback is either debited from or credited to the total team result, just like a “relationship account”. If they have a truthful negotiating style, the team that was initially behind in points could end up winning. Heart Selling is an ingenious tool for anyone who wants to offer first class negotiation and sales training.

Topics and Outcomes.

Sales training: interpreting body language, managing “relationship accounts”, building trust, selling through strong relationships, rapport. Also, how mistrust and disruption occur in relationships.

Negotiation training: integrating objections, dealing with cognitive dissonance, relationship and factual levels, negotiating under pressure.

Delegates (min / opt / max): 8 / 16 / 24

Time (w/o debriefing): 30 - 45 minutes

Space requirements: approx. 50 – 100 m², 4 tables in the corners, enough space for the market place in the centre. Alternatively, use different rooms.

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Contents: 32 laser cut matt acrylic glass pieces, 12 printed wooden boxes, feedback forms, name cards, clips for name cards, 44 cash chips, info cards, 1 detailed instructions sheet.

Weight: 3.5 kg. Dimensions: 31 x 37 x 10 cm. Shipped in a wooden container.



Order no.: 1803. €495.00

(see shipping conditions on page 39)