



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven Innovation



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D2.3 IFS Pilot Course Report

“Freelance school”



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POSITIVE MINDSET

- I know the product (or service) I'm selling well — its benefits and features
- I know the buyer's characteristics, strengths, and weaknesses
- I know my own strengths and weaknesses as a seller
- I know exactly what I want from the meeting with the Client
- I know the best way to achieve my goal
- I believe in myself





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TRIANGLE OF SUCCESS

Self belief

**Belief in the
company**



**Belief in the product
and its price**



SALES RULES



- Speed of decision-making — clients don't want to waste time on long negotiations, so it's important to quickly communicate the product's value.
- Automation — CRM systems and chatbots record all client interactions, simplify communication, and allow you to focus on closing deals.
- Gamification of sales — bonuses, loyalty levels, and personalized discounts continue to attract and retain customers.
- Emotional connection with the client — people want more than just a product; they expect service, empathy, and support that meet their expectations.



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Visuals

Visual key words:



See, blurry, here, look, clear, vague, perspective, bright,
point of view, obvious, consider, view, illuminate, examine,
appear, reveal, show, clarify, observe.



**Visuals want you to focus and see the situation as
clearly as they do.**





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AUDIENCES

Audiences key words:



Listen, quiet, rhythmic, so to speak, very melodic, I
heard, loud project, let's discuss it, silently, spoken, that
sounds good, harmonious, talk, say, sound, amplify,
chatter, be silent, ask.



**Auditories try to keep their ears open for what sounds
good.**





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KINESTHETICS

Kinesthetic key words:



Feel, like a weight has been lifted, going in the wrong direction, gut feeling, warm relationships, soft person, prickly person, tense, experience, sense, grasp the essence, move, make contact.



Kinesthetics want you to feel what they are experiencing



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DIGITALS

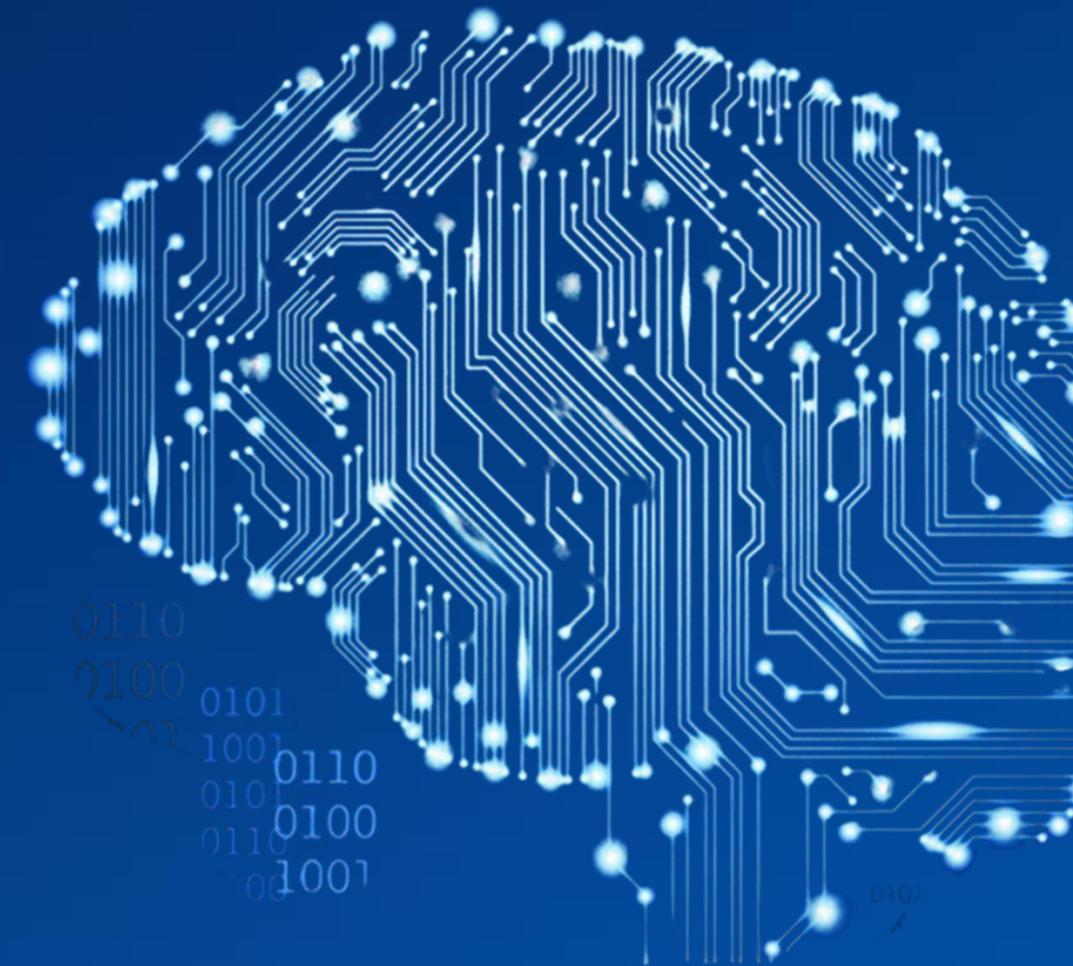
Digital key words:



Scheme, table, number, letter, diagram, item,
schematically, logically.



Digitals trust facts, numbers, and logical reasoning.





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TYPES OF BUYERS

TYPE	ADVANTAGES	RISKS	NEEDS
Overbearing	Solves problems Makes decisions Focused	Looking for the culprits Not careful Neglects people	Control Authority Prestige
Friendly	Easy to communicate Ready to collaborate	Not time-oriented Exposed Not objective	Recognition Adoption Communication
Shy	Sure-fire Listens carefully Patient	Pester Avoids risks Avoids conflicts	Thanks Security Time (more)
Competent	Analyzes Neat Exact High standards	Not flexible Critical Closer	Accuracy Facts Time (less)



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IDENTIFICATION OF THE CLIENT'S NEEDS

- Identify the problem.
- Collect information.
- Prepare for the presentation.





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THE BUYER IS CONSTANTLY WITHIN THE PSYCHOLOGICAL TRIANGLE:





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Motif:

- strong — I want;
- weak — I don't want to;
- Indefinite — I don't know whether I want to or not...

Needs:

- can be satisfied;
- are not subject to satisfaction with the means at their disposal.

Level of financial capabilities:

- high — I can buy;
- medium — I would like it to be a little cheaper;





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MOTIVES THAT INFLUENCE THE CUSTOMER'S DECISION TO PURCHASE THE PRODUCT

- Comfort
- Confidence
- Prestige
- Communication



- Curiosity
- Benefit
- Authority
- Health



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MOTIVES THAT INFLUENCE THE CUSTOMER'S DECISION TO PURCHASE THE PRODUCT

- Physiological needs
- The need for security
- Social need
- Need to stand out
- Self-realization





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GROUP WORK

Name the stages of service provision





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SYSTEMATIZATION OF THE STAGES OF SERVICE PROVISION

1. Introduction. Establishing personal contact

2. Identifying needs and desires

3. Summarizing and presenting the service

4. Handling objections

5. Sale. Upselling

6. Establishing long-term relationships





1. ACTUALIZATION OR MAKING CONTACT



The seller must interest the buyer and build trust.
According to the AIDA Consumer Behavior Model
(Attention, Interest, Desire, Action) –
A — Attention is attention: to find common points of contact.
Any little things play a role: intonation, timbre of voice, appearance
and manner of behavior of the seller.

2. Anamnesis, or identification of the client's problems

"Diagnosis" of the buyer – identification of his "pains", needs and optimal ways of "treatment" from general to particular.



Open questions. You need to find out what the client is looking for and wants.

"What product do you choose?", "Why do you choose it?", "How do you plan to use it?"

Alternative questions with controlled choice: "Are you big or small?", "What is important to you in the product, and what is secondary?"

Closed-ended questions. If the client is not in the mood for dialogue, ask questions that have an affirmative answer: "yes" or "no".

"Let me send you a presentation, introduce you to the catalog."



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3. SUMMARY AND PRESENTATION OF SERVICES

- Let's summarize what we heard – what product the client needs and what is the result
He expects: "Did I understand correctly?"
Product presentation methods
Moving from "product" to "use case",
Video presentations, product reviews, product demonstration in action.

For example:

'So, you need a smartphone with a good camera that supports fast charging and has a reliable body. Did I understand you correctly?'

The smartphone has good color reproduction, the picture on it is bright and juicy. Watching movies on such a screen is a pleasure.

Thanks to the 108-megapixel camera you can take vivid pictures even in the dark '





4. DEALING WITH OBJECTIONS



It is important to recognize the true reason for the objection and offer the best option for solving the client's problem. Customers nowadays don't like aggressive sales, so it's important to ask rather than argue.



Reasons for objections:

1. Lack of information or trust.
2. Protection of your interests and resources.
3. Character trait.



4. DEALING WITH OBJECTIONS

Antidictionary:

- You are concerned by Maria from...

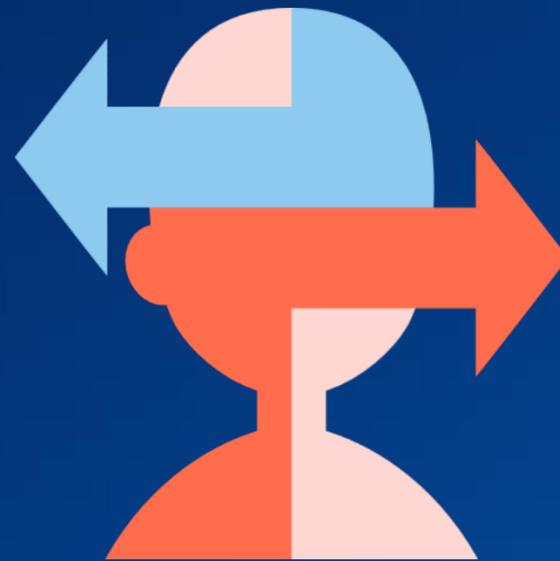
We don't have that

Honestly speaking ...

You misunderstood me

I heard you

This is a standard offer for
everyone



- We have no rejections, everybody's
happy
- I understand you perfectly
- The price has become more expensive
because the exchange rate has
increased
- Don't worry



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5. SALES



There are several ways to complete the sale:
The simplest is the direct transaction method:

'Well, are we placing an order?'

Set a deadline.

'Now the product is sold at a reduced price, the price will increase in the near future'

Discuss an action plan with the client.

'Today we conclude a contract, tomorrow the goods are delivered to you, the day after tomorrow you start using it'

Offer a **test drive**.

*The client finds himself in a situation where he can feel that he already has the product:
drives a car, tastes ice cream, etc.*



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5. SALES

Technique of three "YES"

- *Is the color of the car beautiful? - **Yes.***
- *The wheels are the size you wanted, right? - **Yes.***
- *And the price is reasonable, right? - **Yes.***



Well, let's fill out the application!



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5. UP-SELL

Cross-sell is the sale of goods related to the main one:
*'You have taken a smartwatch, I can offer a protective glass and
a stylish strap complete with a discount.'*

Up-sell is the sale of a more expensive product after all
objections have been worked out and a purchase decision has
been made.





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6. ESTABLISHING LONG-TERM RELATIONSHIPS



Focus on building mutually beneficial, trusting
relationships through:

- active listening and understanding of the client's needs,
providing exceptional service,
after-sales support,
personalized approach and suggestions,
creation of a loyalty system



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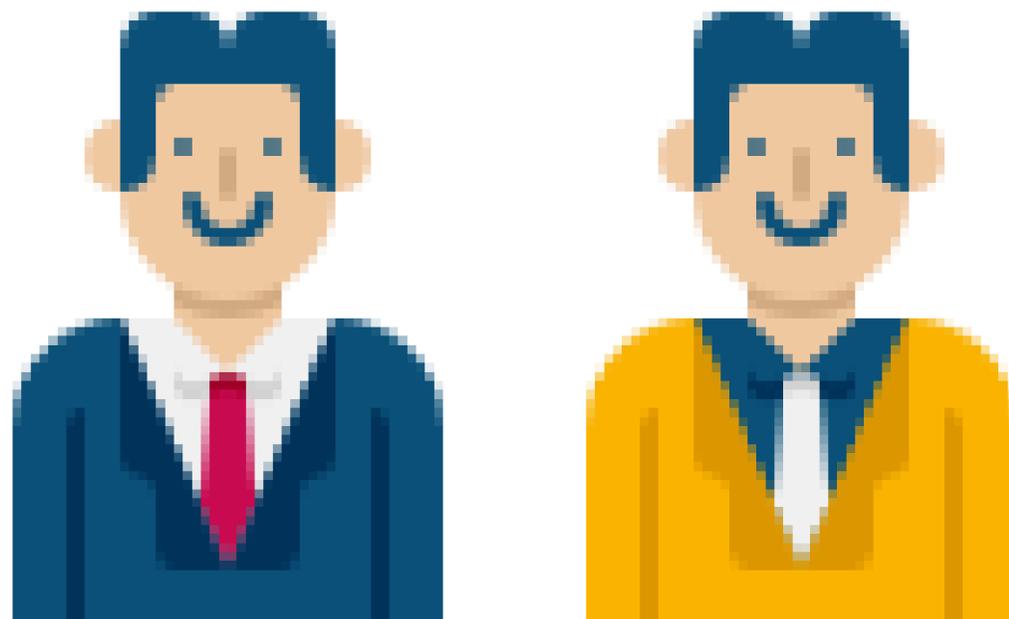
GROUP WORK

**Describe the possible options
in working with objections B2B, B2C**





WORK WITH COMPANIES



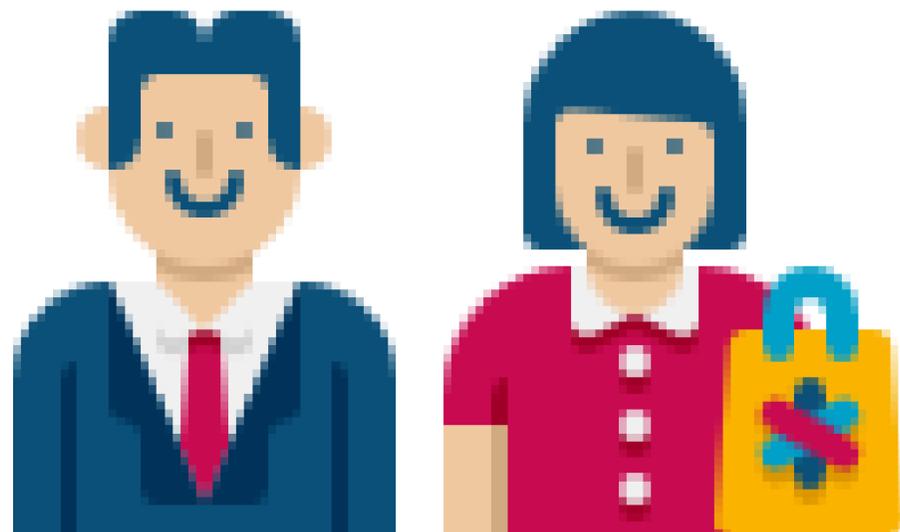
Group 1

**You're too small company
for such a contract**



WORK WITH THE END CLIENT

Group 2



I need to consult...



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**THANK YOU FOR YOUR
ATTENTION!**

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Day 4