NWIRC
The Resource for Manufacturers

NWIRC is partnering with
Intelligent Conversations

TWO-PART WEBINAR SERIES

Effective Communication Patterns for Technical Sellers

ONLY
$49

For technical and application engineers who support the sales function.

This sales-focused series combines practical communication techniques with behavioral awareness to improve how engineers engage with prospects and customers.

01 PART 1

Always, Sometimes, Never: Understanding Customer Behaviors

Recognize and respond to different customer behaviors and attitudes, and adapt your communication style to build rapport.

- Identify the behaviors and attitudes in the Always, Sometimes, and Never categories
- Strengthen customer interactions by recognizing subtle cues and adjusting responses
- Use observation skills to create stronger, more effective communication patterns
- Develop a more consistent and predictable approach to customer engagement

02 PART 2

Taking Your Prospect to No: A Counterintuitive but Powerful Approach

Build trust, reduce pressure, and encourage honest dialogue without pushing for a premature Yes.

- Understand why pushing for Yes creates resistance, especially in technical conversations
- Guide a prospect to No to lower tension and open the door to authentic discussion
- Use pattern interruption to become more memorable and reduce predictable sales pressure
- Empower prospects to state their own reasons for moving forward

Why this series matters

Technical and application engineers often serve as trusted advisors, and their credibility is strongest when they communicate with clarity, transparency, and confidence. This series gives them practical tools to navigate challenging conversations, improve the customer experience, and support sales outcomes.

DATE **Thursday, November 19** **12:00 – 1:00 PM** Parts 1 & 2

Questions? Contact **rkeller@nwirc.org** | **www.nwirc.org**