

RELATIONSHIP SELLING SKILLS – THE KEY TO GETTING & KEEPING CUSTOMERS

Key focus

Relationship selling teaches a simple but effective strategy : how to increase sales and keep customers happy by building strong business relationships. This program offers ways to produce big results without hard-sell tactics and advise how to :

1. select and penetrate key markets
2. generate an endless flow of prospects
3. identify key decision makers
4. keep accounts active and strengthen loyalty
5. eliminate resistance and gain cooperation
6. outmaneuver the competition
7. ask for the order and get it
8. discover buyer wants and needs
9. negotiate differences
10. take the pressure out of selling

Who will benefit

This program is suitable for sales executives, sales engineers, sales support team and sales personnel service who want to increase sales without hard-sell tactics.

Take The Next Step

Day one

1. What's different about relationship selling?

- ▶ Selling techniques
- ▶ Developing sales skills
- ▶ Traditional selling versus relationship selling
- ▶ The sales process
- ▶ Tension levels

0900-1030

Morning tea break

1030-1045

2. Selling buyers the way they want to be sold

- ▶ Reading your customer
- ▶ Direct and indirect behavior
- ▶ Open and self-contained behavior
- ▶ The four basic behavioral styles
- ▶ Responding to different behavioral styles
- ▶ Behavioral flexibility

1045-1300

Lunch

1300-1400

3. How to have an endless flow of people to sell

- ▶ What is a market?
- ▶ Qualifying your prospects
- ▶ A review of the marketing process
- ▶ Contacting potential clients

1400-1530

Afternoon tea break

1530-1545

4. Diagnosis – Finding buyer wants and needs

- ▶ Identifying buyer wants and needs
- ▶ Identifying the decision maker
- ▶ The importance of listening
- ▶ Asking questions
- ▶ To summarize

1545-1700

Take The Next Step

Day two

5. Prescription – Giving winning presentations

- ▶ The presentation – A dialogue
- ▶ Presentation styles
- ▶ Using a sales planning guide
- ▶ Preparing a good presentation
- ▶ Three types of presentations
- ▶ Helpful hints for a good presentation

0900-1030

Morning tea break

1030-1045

6. confirming the sales

- ▶ The three elements persuasion
- ▶ Six reasons people don't buy
- ▶ Recognizing the best time to confirm the sale
- ▶ Confirming – A natural continuation
- ▶ The nonresponder
- ▶ Handling buyer concerns
- ▶ The language of selling
- ▶ Structured responses to buyer concerns
- ▶ Persevere

1045-1300

Lunch

1300-1400

7. Assuring customer satisfaction

- ▶ Service after the sale
- ▶ Customers are members of your club
- ▶ Account reviews
- ▶ Lasting sales relationships
- ▶ Own your own sales career

1400-1530

Afternoon tea break

1530-1545

8. How to become your own sales manager

- ▶ Qualities of a professional
- ▶ Why have you chosen sales?
- ▶ The salesperson's oath
- ▶ Selling by the numbers
- ▶ The value of your time
- ▶ Sales consultant's checklist

1545-1700

Take The Next Step