



**'Don't sell to me as you
want to be sold to... sell to
me as I want to be sold to'**

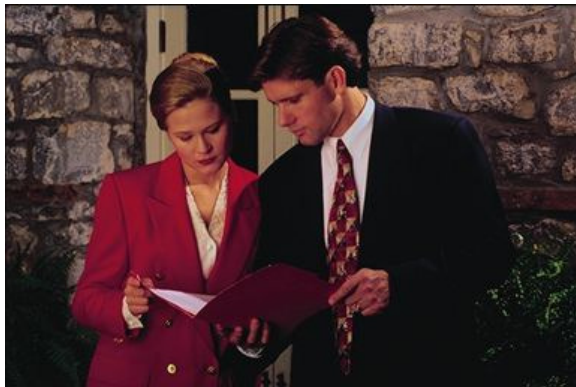


▶ RELATIONSHIP SELLING

Traditional sales techniques of the kind used by double glazing salesmen and telesales companies are not appropriate for every kind of organisation.

If your organisation is more interested in a long-term relationship with your clients rather than the one-off sale, you will be interested in the concept of Relationship Selling.

This workshop use Neuro-Linguistic-Programming (NLP) as a way of establishing a strong working relationship with your clients and using that relationship as a way to enhance business development.



WHO IS IT FOR?

- It is an ideal course for account managers charged with developing business with long-standing clients
- It is an excellent course for experienced sales people who wish to revitalize their approach to making a sale
- It is a useful course for customer-facing employees who are in a position to influence the amount of business you do with your clients

WHAT WILL IT COVER?

The course will take participants through relationship building skills as a means of influencing the nature and volume of business your clients choose to do with you. It will cover subjects such as:

- The building blocks of a successful relationship
- Pacing and mirroring to establish Rapport
- Advanced questioning strategies
- How to let your clients tell you what you should sell and how you should sell it to them
- Identifying buying signals
- Determining the moment to close the sale
- Handling objections

COURSE DURATION:

3 DAYS

NUMBER OF PARTICIPANTS:

8 - 10

