
Relationship Selling

Our marketplace is changing, and so are our clients' expectations. To meet their changing, often unspoken needs, we need to take a different approach. This dynamic one-day workshop is dedicated to showing you how to build relationships with clients and prospects, as well as teach you sincere techniques that will help you to sell enhanced services to your clients.

Program Content:

Customers Buy From People They Like

- The Importance of Understanding Human Behaviour
- Interpersonal Relationships
- Creating a Relationship of Trust – How Are You Doing? (Self Assessment)
- Methods of Building Relationships
- Skills Needed for the “We” Approach

Determining Customer Wants vs. Needs

- Wants-Needs Theory

Why Does Believing in What You Sell Influence How Much You Sell?

- Feature, Advantages and Benefits Workshop

Overcoming Objections

- What Constitutes an Objection?
- Why You Should Introduce the Objection First and Overcome It?
- Be Honest and Sell More

Ongoing Follow-up

- Why Voicemail Doesn't Work
- Creative Follow-up Techniques
- How to Track Follow-up

Closing the Sale

- Asking For Two Sales Is Easier Than You Think
- How Up-Selling and Cross-Selling Saves Time and Money

The Importance of the Relationship

- Personality Styles
- Understanding How Your Personality Style and the Customer's Relate

Maintaining the Relationship

- Why Follow-up Sales are Easier Once the Customer has Experienced Success
- Relationships with Clients are Better When More Than One Sale is Made

Realistic Promises and the Importance of Keeping Them

- Following Up on Your Promises