

SALES & MARKETING SKILLS **(Building Business Relationships)**

Course duration: One Day

REF: SMSBR10

Who is it for?

Those responsible for promoting their organisation and building good business relationships

Overview

This one-day course is designed to dispel any 'fear of selling' and equips attendees with the essential skills and techniques necessary to maximise opportunities and build successful long-term business relationships.

Objectives

- ✓ Understand relationship dynamics
- ✓ Appreciate that 'It's you they buy'
- ✓ Be able to create empathy
- ✓ Develop superb listening skills
- ✓ Be able to identify prospects and sources of potential new business (optional)
- ✓ Recognise and respond to buying-signals
- ✓ Use persuasive and engaging language
- ✓ Use features and benefits appropriately
- ✓ Develop an understanding into human behaviour and personality styles
- ✓ Deal confidently with decision makers with the right questions and the right messages
- ✓ Successfully by-pass 'gatekeepers' and secure appointments
- ✓ Build credibility and differentiate performance by being truly consultative and asking intelligent, professional questions
- ✓ Anticipate resistance and overcome objections
- ✓ Develop confidence based on a natural style of presenting
- ✓ Build their own natural sales style
- ✓ Adopt a professional approach to relationship selling

All of our courses can be tailored to meet you organisations objectives:

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