

Successful Client Relationships training - 2 days

Successful selling is all about understanding people, including yourself: understanding how your buyer thinks, what your customer really wants and choosing the right approach to successfully develop that customer.

Delegates attending this highly practical Client Relationships training course will develop and practise advanced interpersonal skills needed to win increased business, particularly from their more challenging customers. The course incorporates numerous role-plays under the guidance of a trainer with a long and successful track record in building strong sales relationships.

Developing Successful Client Relationships Training Course Objectives:-

This Successful Client Relationships training course is designed for sales managers, account managers and key account managers who are seeking to develop advanced interpersonal relationship building skills. This course will enable you to create effective working relationships with even the most demanding of customers and thus secure more business.

Developing Successful Client Relationships Training Course Content

- Your Customer and You - The Psychology of Selling
- Assessing your current impact and ways to improve it
- Transactional Analysis and sales
- Getting to speak to the right people
- The buyer's motivation
- Relationships and rapport - key elements of success
- Advantageous use of voice and body language
- How successfully do You Build Relationships?
- Conducting a personal audit and reviewing your skill sets
- Why is the relationship important?
- Accurately assessing your target customers
- Identifying key skills and approaches for different types of customer
- Developing the Customer - Being Better than your Competitors
- Researching the scope and strength of the competition
- Elevating your product and service from the competitors'
- Extending the range of 'purchases'
- Long-term 'buy in' from clients
- Keeping competitors out
- Selling the Solution
- Effective proposals to beat the competition
- Presenting the solution for maximum impact
- Recognizing the benefits that buyers want
- Understanding the value of intangible benefits
- Selling yourself as well as your product or service
- Continuing responsibility for continuing sales
- What profit does your customer want from the sale?
- Developing a Long-Term Partnership
- Opening the door to the development of a joint strategic plan with the customer
- Helping the customer succeed - creating the long-term 'win-win'
- Involving the customer in your own products/service development
- Continuing to exceed expectations
- Personal Development
- Preparing a personal action plan