

Relationship Management

2 Days SCN1

OVERVIEW

Building a partnership approach is the focus of this two-day workshop. It will enable participants to build longer term relationships and engage more confidently with their customers, driving longer term, more productive relationships.

During this two-day workshop delegates focus on building rapport, identifying client needs and developing the listening and questioning skills of relationship management. Delegates will also learn how to manage resistance and adapt personal sales styles to suit each customer. At the end of the workshop they will be able to take away copies of the sales models used during the two days which will enable them to continue to achieve the results they want from building successful customer relationships.

DESIGNED FOR

Suitable for sales professionals needing to use a consultative sales approach to understand customer needs to develop current solutions. Additionally, any business professionals who act in an advisory capacity and whose role requires them to develop positive relationships with their customers.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Move towards a consultative and added value selling model to improve results and generate opportunities.
- Identify the root cause of their customer's problems and offer the ideal solutions.
- Understand the effect of their sale on their customer's business.
- Know how to blend people, product and process together to make a difference.
- Create a greater commercial awareness of their client.
- Ensure that they understand and deliver both tangible and intangible benefits to their customers.
- Develop the skills and behaviours needed to successfully deliver solutions that win business.
- Be aware of client developments and market trends.

TOPICS COVERED

Relationship Building

- What is relationship management?
- The relationship staircase
- The skills required for success - your strengths and weaknesses

Delivering Value

- Reviewing your objectives and targets as part of the sales cycle
- You are the expert and solution provider - does your customer realise this?
- Maximising your value to the customer - focus on them
- Making customers want to involve you in their decision-making processes
- Reviewing customers that require time investments and barriers to relationship growth

Building Rapport with Customers

- The importance of personal presentation, body language and personality
- Assessing the customer's style and behaviour
- Building a network of contacts within the customer organisation
- Short, medium and long term planning in difficult markets

Analyse the Situation

- Researching the scope and strength of the competition
- Differentiating your products and service from your competitors by adding value
- Competitors' sales strategies - strengths and weaknesses
- Analysing your fears, objections and doubts
- Design solutions with the options and flexibility
- Blend products, sales processes and people together

Communication and Relationship Building

- Using questioning and listening techniques to establish real needs
- Probing to gain a more in-depth understanding of your customers' needs
- Creating commitment by linking benefits to the client's needs
- Presenting your proposal using persuasion and influencing skills

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.