

**Course Overview:**

Today's rapidly advancing technologies and competitive environment are transforming the business landscape in a way that requires a shift in thinking concerning traditional sales and marketing methods. Developing strong customer-focused relationships is critically important for promoting sustained revenue growth in a difficult and demanding marketplace. Unfortunately, marketing dollars are wasted if valuable prospects are contacted by salespeople who cannot present themselves, their products, or their organization professionally.

This interactive Customer-Focused Selling Strategies training seminar is designed to give delegates the communication skills, persuasion strategies, and negotiation techniques they require to overcome objections, close sales, and improve customer service. The emphasis of this course will support delegates in developing the skills and confidence needed to increase sales effectiveness and promote new business opportunities. There is no substitute for a well-trained and highly motivated sales team!

**Course Objective:**

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

- Create an action plan and prioritize to maximize selling effectiveness
- Use a customer-focused selling approach to close more sales in less time
- Customize your sales presentation to appeal to each of the four customers "buying styles"
- Incorporate Social Media marketing best practices to increase sales revenue
- Proactively manage key-account customers to promote additional sales
- Effectively organize their schedule to achieve sales goals and build a pipeline

**Course Outline:**

Unit 1: Communication and Interpersonal Skills Development:

- Listening and Questioning Skills to uncover Customer Expectations
- Telephone and Voicemail Selling Techniques
- Words and Tones to Avoid
- Engaging your Customer's preferred "learning style"
- Interpreting the meaning of Nonverbal Communication
- How to Identify a Customer's "buying style"

Unit 2: Principles of Persuasion and Negotiation to Increase Sales Effectiveness:

- Reasons Why Customers Don't Buy
- Dr. Robert Cialdini's Principles of Persuasion
- Selling with Emotion, Not Logic
- Value Selling: Selling Benefits not Features
- Win-Win Negotiation Strategies to gain Customer Agreement
- How to Overcome Sales Objections and Customer Procrastination

Unit 3: Harnessing the Power of Social Media to Make More Sales:

- Benefits of using Social Media to Increase Sales
- Keeping up with Changing Technology
- 10 Smart Ways to Increase Online Sales through Social Media
- How to Avoid Social Media Selling Mistakes
- Social Media Best Practices for Sales Professionals
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn

**Training Language:**

EN

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

**Unit 4: Delivering Superior Customer-Focused Service After the Sale:**

- The 7 Traits of Highly-successful Salespeople
- Using Customer Service to Generate Sales
- The 4 Cornerstones of Customer Service Excellence
- How to Work with Difficult and Demanding Customers
- Going the "extra mile" to exceed Customer Service Expectations
- Getting Feedback from Customer Satisfaction Surveys

**Unit 5: Developing Your Customer-Focused Selling Action Plan:**

- Handling Rejection with a Positive Mental Attitude
- Prospecting and New Business Development
- SMART Goals for Business and Personal Development
- Time Management Tips to Increase Daily Productivity
- Stress Management Techniques
- Creating an Action Plan

**Who Should Attend:**

- Sales and Marketing Managers
- Territory and Key Account Sales Representatives
- Inside and Outside Sales Representatives
- Sales Support Team Members