

## Selling Through the Relationship

**Duration:** Two days

**Location:** ProTech Training Centre (or client premises 6 plus delegates)

### Target Audience:

Understand the client and their drivers and work with them - business will follow and grow. Building on sales skills, the emphasis is around the interpersonal skills required to develop the key relationships within the client organisation, widening contacts and working together. By developing their communication and presentation skills the sales people can become more flexible in their approach.

- Ideal for those charged with developing business with long-standing clients.
- Excellent for experienced sales people who wish to revitalise their approach to making a sale.
- Useful for customer-facing employees who are in a position to influence the amount of business you do with your clients.

### Course Aims:

By the end of this workshop the participants will:

- Have a clear understanding of the processes involved with relationship selling
- Be proactive in developing the relationships with their customers
- Have assessed their own selling style and attitudes and identified what they can do to become even better
- Recognise and maximise their presentation strengths
- Know how to apply some key behavioural techniques to be able to develop more effective relationships
- Build flexibility in their approach to establish relationships across the range of differing personalities
- Be able to structure their presentations to deliver their key messages, whilst maintaining credibility in their presentations
- Be able to establish the buying criteria and strategies of their contacts in a conversational manner
- Present their sales case more effectively to fit the buying criteria
- Handle all customer contact more effectively - including dealing with problems and difficulties

Participants will be encouraged to develop and demonstrate their presentations skills throughout the two days culminating in an individual presentation on the second day of the course which, will be recorded on video. Participants will be coached during a Playback and Feedback session.

### Teaching & Learning Strategies:

The teaching and learning strategies employed in this programme by the training consultants are based on the philosophy of experiential learning – “learning through doing”. Delegates are encouraged to participate as individuals and within groups.

A variety of methods are employed to deliver and enhance the learning experience. Trainer-led input is complemented by a variety of activities such as skills practice (role-play), practical exercises, discussions, presentations and case studies.

A strong emphasis is placed on the transfer of learning into the workplace. Delegates are encouraged and challenged to discover and identify ways they can each specifically apply the training experience to the workplace.