



2

BUILDING RELATIONSHIPS

For Success in Sales

Course Introduction:

Relationship building and effective account management for the basis of successful sales strategy in an organization. This program focuses on ways to build sales, retain business and increase referrals through the effective servicing and management of one-on-one relationships with clients. The interpersonal aspects of developing mutually beneficial relationship are covered, with reference to relationship management models designed to maximise return business.

Course Objectives:

By the end of the program, participants will be able to:

- Integrate consultative and value added selling into their professional practices.
- Understand the process and psychology of the sales cycle.
- Synchronize their selling cycle to the buying cycle of the customer.
- Manage the value of their customers

Who Should Attend?

Sales Consultants wanting to build relationships with clients

Course Outline:

- **Focusing on Your Customer**
 - To begin, participants will learn what consultative selling (or customer-focused sales) is all about. Participants will also explore the efforts vs. results matrix, and what activities can generate the biggest results for them.
- **What Influences People in Forming Relationships?**
 - There are seven main things that influence people in forming relationships. During this session, we will cover what those influences are and how participants can ensure they are a positive factor in your relationships.
- **Disclosure**
 - Joe Luft and Harry Inghram developed the Johari Window, a way of looking at our self-awareness and our ability to ask feedback of others. We will look at the Johari Window in detail during this session, and how disclosure can help build good relationships.

- **How to Win Friends and Influence People**
 - One of the most popular books ever written was Dale Carnegie's *How to Win Friends and Influence People*. We will spend this session looking at some of its tips.
- **Communication Skills for Relationship Selling**
 - The two most basic elements of good communication are asking questions and listening to others. We will cover both skills in depth during this session.
- **Non-Verbal Messages**
 - Did you know that your words convey only 7% of your message? We'll discuss what the other 93% is made up of, and how participants can ensure that your body is sending the same message as your words.
- **Managing the Mingling**
 - During this session, we will discuss some tips on mingling, including ways to remember peoples' names.
- **The Handshake**
 - During the important first few minutes of a new relationship, a handshake is usually the only body contact between two people. We will discuss and demonstrate the five key elements of a good handshake.
- **Small Talk**
 - Being able to small-talk successfully is one of the most crucial skills a businessperson can develop, but it's also one of the hardest. We'll discuss some basic do's and don'ts of small talk.
- **Networking**
 - Once you have started a network of business associates, how do you organize your contacts? We will answer this question to wrap up the day.
- **Workshop Wrap-Up**
 - At the end of the day, students will have an opportunity to ask questions and fill out an action plan.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session