

Effective Relationship Selling

Workshop Purpose:

To assist sales people with moving from a transactional sales approach towards a relational and consultative method of doing business with customers through focusing on specific behaviours, strategies and systems that are critical to effective relational selling.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Build long-term sales relationships – understanding business and personal drivers
- Meet buyer/customer needs
- Build value and add value
- Uncover and develop buyer/customer needs
- Demonstrate capability in addressing customer needs
- Handle complaints, objections and concerns
- Determine specific account development strategies – differentiation and USP's
- Negotiate for a win-win outcome

Who should attend:

Any person involved in relationship building and third-party selling.

Duration:

3-day workshop:

For a minimum of 8 to a *maximum of 14* participants.

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