

Winning and Keeping Profitable Customers

Course duration/times

2 Days

Why attend?

This course has been designed to the very latest approaches to winning and keeping new and existing business. A large emphasis of this course is for the delegate to gain a greater understanding of the buying motives of prospects and win more business from existing customers.

Who should attend?

- Field Sales Executives
- Account Managers
- Sales Managers

Topics covered

- Skills and qualities of a successful sales person
- Understanding why people buy
- Customer behavioural styles
- Personal organisation and planning
- Opening the meeting with credibility and professionalism
- Questioning and listening skills
- Presenting tailored customer solutions
- Closing for the business
- Handling difficult objections
- Developing existing accounts

Winning and Keeping Profitable Customers *continued*

By the end of the course, delegates will be able to:

- Identify customer behavioural styles when buying
- Plan and prepare effectively prior to meeting a customer
- Start the meeting with confidence
- Listen and question the prospect whilst identifying opportunities
- Create an impact when presenting customer solutions
- Differentiate from the competition
- Adopt closing techniques
- Handle objections

Extra encouragement

Differentiating from the competition is vital to business success. The course covers the fundamentals of the skills and knowledge that a sales person needs in today's business.