

# Winning and Keeping Profitable Customers

## Who is the course for?

**Think Big Training** are launching Winning and Keeping Profitable Customers targeted at sales professionals with experience in their company, product and industry however want to differentiate themselves, their product and their company and stand out from the competition.

### Day One

#### Psychology of Communication

- Why people buy?
- Customers buying criteria and buying motives.
- Understand your preferred style of communication and style of selling
- Understand your customers buying style and how they make decisions
- Introductions to create impact
- Overcoming objections
- Reflective Learning Log

One Week Apart

### Day Two

#### Skills and Knowledge

- Review Module 1
- Powerful questioning techniques
- Listening skills
- Practice Session
- Matching your products to the customers needs
- Checking their understanding and clarifying
- Closing for the business
- Overcoming objections
- Practice Session
- Reflective Learning Log

### Feedback and Evaluation

Post course your trainer will telephone your Line Manager to give feedback and discuss further development ideas. Personal Development Plan sent to Line Manager and a telephone follow-up 3 months later.

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

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

- Identify different buying motives
- Appreciate different behavioural styles
- Handle and overcome challenging objections
- Develop powerful questioning techniques
- Create impact when presenting customer solutions