

Sales Awareness and Client Facing Skills



Successfully facing clients takes real skill. Client facing and networking focuses on managing interactions with others using 'communication' to achieve mutual business benefits. We are constantly communicating, but are we always communicating the messages that we intend to? This course will increase your awareness of behaviours and build your confidence and ability in managing sales opportunities. You will learn skills for communicating powerfully, sending clear messages, and conducting challenging conversations, without damaging potential relationships. The focus is on how to:

- Develop a sales mindset/culture based on attitudes, people interactions and practical sales skills for those in 'not dedicated sales roles'
- Understanding the role and potential impact on all elements of the sales process
- Improving awareness of practical sales skills, processes and strategies
- Building stronger and beneficial relationships with your customers – 'loyalty and satisfaction'

Course Outline

- Appreciating your customers' business concepts and opinions
- Pre-thinking obstacles and objections
- Understanding the buying cycle
- Aligning yourself with your customers and their business needs
- Identifying the total value of your company's products
- Developing further business potential
- Building Added Value beyond the Product
- Reinforcing sales messages during all customer interactions
- Recognising buying signals
- Positioning yourself as the expert

Duration

1/2 Day

01623 627264

www.xceedtraining.co.uk

xceedexpectations