

# WINNING WITH RELATIONSHIP SELLING

*How to Listen, Learn, and Build  
Client Relationships*



APRENDER SOLUTIONS PRIVATE LIMITED - JANUARY 2021

# LEARNING OBJECTIVES

By caring about building relationships with potential customers and taking an interest in their world, it can significantly improve the odds of securing a sale and retaining that customer for the long-term.

Our 2-day Sales Training Course is suited to sales professionals of all levels. Whether you are a seasoned sales executive, or someone who would like to move into a sales role, you will take away versatile, relevant skills that you can begin to use immediately. There are plenty of opportunities to engage in both theoretical sales learning and practical discussion and role play. At the end of this course, participants will be able to :-

- Understand the philosophy of “salesperson as partner” and the benefits of building and retaining client relationships.
- Articulate the features and benefits of their products, services, and organization.
- Recognize “needs language.”
- Explain the four phases of the sales process.
- Work with confidence to introduce themselves, others, and their organization.
- Meeting etiquette, body language, dressing and professional networking
- Demonstrate the salesperson’s role in the opening phase of the sales process.
- Effectively use probes to uncover client/customer needs.
- Answer client/customer objections with ease
- Close sales with customers who are ready to partner with their organization.
- Leave the door open when sales do not occur.
- Follow up with clients and customers to enhance relationships.



# 2-DAY COURSE OUTLINE



## MODULE 1: Introduction and Expectations

## MODULE 2: Orientation

The rationale behind Relationship selling: Why is it essential? How does it contribute?  
Learn the difference between traditional selling and relationship selling  
Self Assessment based - vision, objectives, benefits

## MODULE 3: Mindset Mapping

Mindset: understand the sales management mentality  
What are the accountabilities & competencies

## MODULE 5: Uncovering pain points

What is Solution Selling?  
Understanding of the difference between meeting a customer's needs and simply offering a menu

## MODULE 7: Active Listening

## MODULE 9: Managing Customer Expectations

Probing and exploring wants  
Setting Clear Expectations and dealing with unreasonable or unrealistic expectations

## MODULE 11: Effective Negotiation

Problems with Positional Bargaining  
Open up the Negotiation  
Tips/Tricks/Researched Models  
Alternatives planning/briefing  
Reverse Psychology in Negotiation

## MODULE 13: Objection Handling

## MODULE 15: Annual Pipeline Planning

## MODULE 4: Understanding the Sales Process

Identifying your potential contacts and performing a needs analysis  
Use sales Psychology and maintain professionalism

## MODULE 6: Building Profitable Relationships

Influencers and Decision Makers - family and friends  
Making that Good First Impression  
Whats In It For Me? (WIIFM)

## MODULE 8: Crafting winning proposals

Define clearly and accurately "what's in it for them"  
templates and best practices  
Putting it all Together and communicating

## MODULE 10: Communicate Value Creation

Learn how to communicate/present the value  
How to make a solid first impression that says poised and polished.

## MODULE 12: Managing Meetings and Time

Create meaningful and profitable objectives for business meetings and good self practices

## MODULE 14: Closing the Sales and being in touch for continued business

## MODULE 16: Managing Data and setting SMART goals