

Building Relationships: The First Step in Sales

Course Overview

Creating relationships with others is an important aspect of sales, and this class will describe the reasons why. Keep in mind that regardless of the industry, networking with others can significantly improve or diminish business.

Recommended for: People working in Sales or aiming to build relationships for Business Development.

Format: Instructor-led

Duration: One day

Learning Objectives

- Understand the positives of networking
- Comprehend how connections can build a business
- Improve your social connections with various communicating tactics
- Define the crucial parts of an excellent business connection and utilizing them
- Understanding and using essential communicative traits



Course Outline

- Unit 1: Customer Relationships Start with You
 - Customer-focused Selling
 - Learning to Balance Effort and Results
 - Uncovering High-Impact Activities
- Unit 2: The Art of Winning Friends and Influencing Others
 - Seven Influences at Work
 - Finding Common Ground
 - Being Self-Aware
 - Using the Principles of Dale Carnegie
- Unit 3: Critical Communication Skills
 - Active Listening
 - Asking Questions with Purpose
 - Understanding Nonverbal Communication
- Unit 4: Socializing with Confidence
 - The Professional Handshake
 - Making Small Talk
- Unit 5: Networking Basics
 - Organize Your Network
 - A case study in relationship building
 - Investigate Incidents



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