

Course Description

Building Customer Relationships: The Art of Marketing and Selling AMS249



Overview

This course will focus on principles and fundamentals of marketing and sales as they relate to delivering excellent customer service, cross-selling (not overselling), dissemination of information, and focusing on generating new revenue. It will also lay the foundation for building a long-term service delivery plan. Participants will learn the art of relationship selling and be introduced to the Bridge Selling System, a methodology that promotes proven sales mechanics.

Learning Objectives

- Define best practices in customer management
- Integrate culture, core values and beliefs into new world class customer management directions
- Review fundamental sales skills, tips, tools, and traits that will help develop personal and professional habits necessary to achieve sales excellence
- Define action plans and align proposals, products, and services with customer requirements
- Create a sales planning methodology using your defined actions and requirements
- Handle customer complaints and develop on the spot action plans to enhance your problem solving skills
- Gain insight, empathize, and learn how to ask the right questions to identify the real problem
- Maximize productivity and prioritize using corporate objectives and customer expectations
- Identify the skills necessary to be an effective sales professional
- Develop prospects by establishing a foundation for the sales relationship
- Define a prospect's conditions of satisfaction
- Organize and implement actions focused on fulfilling customers' requirements
- Gain the ability to reach agreement with customers by aligning the features and benefits of your product or service to their needs

Format

This course is a highly interactive session with discussion points.

Delivery Options

Duration

Two days / On-line 12 hours

Who Should Attend

Individuals and managers responsible for providing, managing and improving customer marketing and relationship skills would benefit by taking this course.