

Customer - Focused Selling Skills

Marketing, Sales, Customer Service
Cape Town (South Africa)
10 - 14 Feb 2025

UK Training

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Introduction

In a sales and marketing setting, you can direct your focus in one of two ways. You can either focus on yourself and your business interests, or you can focus on the customer. Unsurprisingly, it's the latter that is the more effective of the two by a wide margin. But what exactly does it mean to have honed customer focus selling skills? More importantly, what could customer focused selling do to improve your own brand's marketing strategy? To be genuinely customer focused is to approach everything you do from the perspective of those you are targeting. It is about nurturing trust and loyalty among your target audience, rather than simply persuading them to buy whatever it is you're selling.

Discover the true power and potential of 'selling without selling' with this professional tutorial. Explore what it means to be genuinely customer-focused, studying influences in the formation of relationships and effort vs. results. Find out how the 'How to Win Friends and Influence People' methodology can be used for the benefit of your business.

Course Objectives of Customer - Focused Selling Skills

- Create an action plan and prioritize to maximize selling effectiveness
- Use a customer-focused selling approach to close more sales in less time
- Customize your sales presentation to appeal to each of the four customer "buying styles"
- Incorporate Social Media marketing best practices to increase sales revenue
- Proactively manage key-account customers to promote additional sales
- Effectively organize their schedule to achieve sales goals and build a pipeline

Customer - Focused Selling Skills Course Outlines

Day 1

Communication and Interpersonal Skills Development

- Listening and Questioning Skills to uncover Customer Expectations
- Telephone and Voicemail Selling Techniques
- Words and Tones to Avoid
- Engaging your Customer's preferred "learning style"
- Interpreting the meaning of Nonverbal Communication
- How to Identify a Customer's "buying style"

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Day 2

Principles of Persuasion and Negotiation to Increase Sales Effectiveness

- Reasons Why Customers Don't Buy
- Dr. Robert Cialdini's Principles of Persuasion
- Selling with Emotion Not Logic
- Value Selling: Selling Benefits Not Features
- Win-Win Negotiation Strategies to gain Customer Agreement
- How to Overcome Sales Objections and Customer Procrastination

Day 3

Harnessing the Power of Social Media to Make More Sales

- Benefits of using Social Media to Increase Sales
- Keeping-up with Changing Technology
- 10 Smart Ways to Increase Online Sales through Social Media
- How to Avoid Social Media Selling Mistakes
- Social Media Best Practices for Sales Professionals
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn

Day 4

Delivering Superior Customer-Focused Service After the Sale

- The 7 Traits of Highly-successful Salespeople
- Using Customer Service to Generate Sales
- The 4 Cornerstones of Customer Service Excellence
- How to Work with Difficult and Demanding Customers
- Going the "extra mile" to exceed Customer Service Expectations
- Getting Feedback from Customer Satisfaction Surveys

Day 5

Developing Your Customer-Focused Selling Action Plan

- Handling Rejection with a Positive Mental Attitude
- Prospecting and New Business Development
- SMART Goals for Business and Personal Development
- Time Management Tips to Increase Daily Productivity
- Stress Management Techniques
- Creating an Action Plan

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