

# Customer-Focused Selling Skills: Mastering Client Relationships

Marketing, Sales, Customer Service  
Prague (Czech)  
29 Sep - 03 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, creating a sense of depth and focus on the king piece.

## Customer-Focused Selling Skills: Mastering Client Relationships

**Ref:** 321524\_134468 **Date:** 29 Sep - 03 Oct 2025 **Location:** Prague (Czech) **Fees:** 4400 Euro

### Course Description

This intensive 5-day course equips sales professionals with advanced customer-focused selling techniques. Participants will learn to understand client perspectives, identify needs, and articulate value propositions effectively. The course combines theoretical knowledge with practical exercises to enhance selling skills and boost sales performance.

### Learning Objectives

- Develop a customer-centric approach to selling
- Master effective communication and active listening skills
- Learn to identify and address client needs and pain points
- Enhance ability to articulate product value and overcome objections
- Improve closing techniques and follow-up strategies

### Course Modules

#### Day 1: Foundations of Customer-Focused Selling

- Understanding the customer-focused selling approach
- Developing a customer-centric mindset
- Analyzing buyer behaviors and motivations
- Building rapport and trust with clients

#### Day 2: Effective Communication in Sales

- Active listening techniques
- Asking powerful questions
- Reading non-verbal cues
- Adapting communication styles to different clients

#### Day 3: Needs Analysis and Solution Mapping

- Conducting effective needs assessments
- Identifying client pain points and challenges
- Mapping solutions to client needs
- Creating compelling value propositions

#### Day 4: Presenting Solutions and Handling Objections

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- Crafting persuasive presentations
- Articulating features, advantages, and benefits
- Anticipating and addressing common objections
- Negotiation techniques for win-win outcomes

## **Day 5: Closing Deals and Relationship Management**

- Recognizing buying signals
- Effective closing techniques
- Developing follow-up strategies
- Building long-term client relationships

## **Practical Wins for Participants**

- Increased sales conversion rates through improved client understanding
- Enhanced ability to build and maintain strong client relationships
- Improved confidence in handling objections and closing deals
- Practical tools and techniques for ongoing sales performance improvement

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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