

‘Who sold you this then?’

Duration and times: 1 day 9.30am – 5.00pm

Group size: 6-12

Investment: £POA

Most of us do not consider ourselves to be in sales, but the reality is that if we interface with customers we are selling all the time and as complexity of solutions increase, the need for us to raise our game does too. The customer buying experience is an emotional one and does not stop once the solution is delivered, in fact if there are technical challenges or service issues their confidence in the solution and brand can dip. This may make the customer appear defensive or challenging, particularly if they are concerned the problems may reflect badly on them. In this situation, we all need to see ourselves as salespeople or company ambassadors, reassuring the customer about their buying decision and commitment to the brand while remaining honest and acting with integrity.

Audience:

Anyone who works in direct contact with customers but isn't in an actual sales role. This course is particularly beneficial for those who are installing or servicing increasingly complex solutions or who are from a very technical background.

Outcomes:

By the end of the course delegates will:

- Feel more confident about 'disarming' challenges or objections positively
- Understand the sales process and which aspects are relevant to them
- Have planned & practised effective responses to relevant customer scenarios
- Be invigorated with regard to customer service excellence.

Training methods:

A programme packed with lots of content, supported by discussion and exercises to encourage active learning and reflection. Individuals are encouraged to bring real life scenarios to work on throughout the programme in order to achieve maximum benefit.

Not quite what you want? How about Conflict Management & Assertiveness?

