

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Building Relationships For Success In Sales

Course Overview

No person questions that making friends is a good thing.

In this workshop, delegates will discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships.

Strategic friendships will make or break any business, no matter how big and no matter what kind of market.

Course Objectives

This one-day workshop will teach delegates:

- The benefits of developing a support network of connections.
- How building relationships can help you develop your business base.
- How to apply communication techniques to build your network.
- The key elements in strong working relationships, and how they might put more of these elements in your working relationships.
- Key interpersonal skills.

Prerequisite

There are no prerequisites.

Target

This workshop is for Marketing Managers, Salespeople, Account Managers, Sales Managers or any person who is directly or indirectly involved in growing the business.

Duration

- 1 Day



Course Outline

Focusing on Your Customer

To begin, delegates will learn what consultative selling (or customer-focused sales) is all about. Delegates will also explore the efforts vs. results matrix, and what activities can generate the biggest results for them.

What Influences People in Forming Relationships?

There are seven main things that influence people in forming relationships. During this session, we will cover what those influences are and how delegates can ensure they are a positive factor in your relationships.

Disclosure

Joe Luft and Harry Ingraham developed the Johari Window, a way of looking at our self-awareness and our ability to ask feedback of others. We will look at the Johari Window in detail during this session, and how disclosure can help build good relationships.

How to Win Friends and Influence People

One of the most popular books ever written was Dale Carnegie's *How to Win Friends and Influence People*. We will spend this session looking at some of its tips.

Communication Skills for Relationship Selling

The two most basic elements of good communication are asking questions and listening to others. Delegates will cover both skills during this session.

Non-Verbal Messages

Did you know that your words convey only 7% of your message? Delegates discuss what the other 93% is made up of, and how delegates can ensure that their body is sending the same message as your words.

Managing the Mingling

During this session, delegates will discuss some tips on mingling, including ways to remember peoples' names.

The Handshake

During the important first few minutes of a new relationship, a handshake is usually the only body contact between two people. Delegates discuss the five key elements of a good handshake.

Small Talk

Being able to small talk successfully is one of the most crucial skills a businessperson can develop, but it's also one of the hardest. Delegates will discuss some basic do's and don'ts of small talk.

Networking

Once delegates have started a network of business associates, how do they organize their contacts? This session will answer this question to wrap up the day.