

# The Art of Customer-Focused Selling



**GTI - Coordination Office and International Relations (Accredited Programs)**



# Course Description

The Art of Customer-Focused Selling training course is designed to equip participants with the essential communication skills, persuasion strategies, and negotiation techniques necessary for effective selling in today's competitive market. This interactive course emphasizes developing strong, customer-focused relationships to promote sustained revenue growth. Participants will learn to overcome objections, close sales, and improve customer service, ultimately enhancing their sales effectiveness and confidence.

## Who Should Attend

**This training course is suitable for a variety of sales professionals, including:**

- Sales and Marketing Managers
- Territory and Key Account Sales Representatives
- Inside and Outside Sales Representatives
- Sales Support Team Members

## Course Objectives

**By the end of this course, participants will be able to:**

- Create an action plan to maximize selling effectiveness.
- Utilize a customer-focused approach to close more sales efficiently.
- Customize sales presentations to align with different customer buying styles.
- Incorporate social media best practices to enhance sales revenue.
- Proactively manage key accounts to generate additional sales.
- Organize their schedules effectively to achieve sales goals.
- Develop strategies for overcoming objections and closing sales.

## Course Content

### Communication and Interpersonal Skills Development

- Effective listening and questioning techniques to understand customer needs.
- Nonverbal communication strategies to enhance presentations.
- Identifying customer buying styles for tailored approaches.

### Principles of Persuasion and Negotiation

- Understanding why customers hesitate to buy and how to address objections.
- Applying Dr. Robert Cialdini's principles of persuasion.
- Implementing win-win negotiation strategies for customer agreements.

### Harnessing the Power of Social Media

- Utilizing social media to increase sales and market reach.
- Best practices for avoiding common pitfalls in social media selling.
- Leveraging different platforms like LinkedIn, Twitter, and Facebook.

### Delivering Superior Customer-Focused Service

- Identifying traits of successful salespeople and their role in customer service.
- Techniques for managing difficult customers and exceeding service expectations.
- Using customer feedback to enhance service quality.

### Developing a Customer-Focused Selling Action Plan

- Setting SMART goals for personal and professional development.
- Time management techniques to boost daily productivity.
- Strategies for prospecting and new business development.