



Overview

This interactive seminar will give you practical tools to use straight away to help you feel more confident in improving and optimising your current customer relationships to attract new business. You will be able to introduce yourself and what you do concisely and positively, building rapport and using terms that show the customer how you can help their business. A booklet with notes and tips from the seminar will be distributed.

Target Group

Those who are in a sales or customer service role, and who introduces themselves and their offer by telephone or face to face.

Objectives

By the end of this workshop, delegates will be able to;

- ✗ Identify potential customers and optimise sales opportunities within your current client database
- ✗ Confidently make the initial sales approach to current and potential customers, marketing yourself and your company positively
- ✗ Find out what the customer wants and needs and how to talk in terms of helping the customer's business

Course Content

Below is an overview of the topics that are covered. (Please note that if this course is delivered on an in-house basis, the content can be tailored to meet your specific requirements and address any issues you may have.

- ✗ **Identifying new customers and optimising sales from current clients**
 - How to find new leads
 - Researching prospective customers
 - Contacting the customer / offering relevant and attractive services
 - Raising your company's profile
 - Developing your customers to become your advocates
 - How to make networking and cold calling work
- ✗ **Making your sales approach confidently and positively**
 - Planning the call or visit
 - Building relationships with current and new customers
 - Building rapport and trust
 - Overcoming psychological barriers and fears to improve confidence
 - Communicating over the telephone
 - Customer perception of us and the company
- ✗ **Matching your offer to their business**
 - Understanding why people buy
 - How to make your product or service relevant to the customer
 - Talking about features, advantages and benefits

Outcomes

Delegates may be asked to complete a personal action plan to identify key changes to implement and skills to practice.