

# SALES COACHING & STRENGTHENING CUSTOMER RELATIONSHIP MANAGEMENT MASTERCLASS

Enhancing Customer Relationships – Acquire the Action Plans to Improve Sales and Learn the Ways to have Long-Lasting Emotional Connections and Experience with Customers

2nd & 3rd August 2017  
Singapore

DELEGATES ARE  
REQUIRED TO BRING  
THEIR LAPTOP FOR  
EXERCISE AND  
PRESENTATION  
PURPOSES

## Free Takeaway

Delegates will have the course manual along with the handouts, assessments and exercises

## Major Benefits Of Attending:

By end of this course, delegates will be able to:

- **OUTLINE** a conscious and systematic communications approach that builds strong customer relationships, sales, and loyalty, plus engagement and empowerment
- **STRESS** the critical parts of growing a business and the importance of creating better customer satisfaction, relationships, loyalty, referrals, and sales
- **PROVIDE** psychological techniques that build and strengthen customer interactions, build strategic partnerships and help increase sales
- **DISCUSS** approaches that will effectively manage difficult customer situations
- **PROVIDE** techniques for relating perceived value, as well as for engaging, empowering, and coaching customers to enable them to make buying decisions

## Why you Should Attend?

Sales are important in the organization that generates revenue. The unique and important role of sales is to bridge the gap between the potential customer's needs and the products or services that the organization offers that can fulfill their needs. Sales play a key role in the building of loyalty and trust between customer and business. Trust and loyalty are the main reasons why a customer would choose to recommend your company to a friend or family member, or write a great review of your product or service online.

This 2-day intensive course will be filled with case studies, assessments and group exercise that will help delegates to learn how to strengthen the customer relationships and understand their behavioral and communication style. Further to that, delegates will also enhance their understanding in applying NLP (Neuro-Linguistic Programming) in sales, develop empathetic listening techniques and how to meet customer's buying criteria by communicating the benefits valuable to them.

## Who Should Attend?

The seminar is specifically designed for:

- ✓ Business Owners
- ✓ President
- ✓ Vice President
- ✓ Chief Executive Officer
- ✓ Chief Sales Officer
- ✓ Chief Marketing Officer
- ✓ Managing Director
- ✓ Sales Director
- ✓ Sales Manager
- ✓ Sales Consultants
- ✓ Sales Professionals
- ✓ Sales Engineers
- ✓ Sales Representatives
- ✓ Relationship Managers
- ✓ Client Engagement Specialist

Organized by: \_\_\_\_\_



WE SOLVE YOUR PUZZLE