MERCURY

Customer-Focused Selling Strategies Training

19 – 23 April 2027
Johannesburg (South Africa)



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Ref: 15170_1062103 **Date:** 19 – 23 April 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 Euro

Introduction:

Today's rapidly advancing technologies and competitive environment are transforming the business landscape, requiring a shift in thinking concerning traditional sales and marketing methods. A customer-focused strategy is essential in developing strong customer-focused relationships. It is critically important for promoting sustained revenue growth in a difficult and demanding marketplace. Unfortunately, marketing dollars are wasted if valuable prospects are contacted by salespeople who cannot present themselves, their products, or their organization professionally.

This interactive Customer-Focused Selling Strategies training seminar will give delegates the communication skills, persuasion strategies, and negotiation techniques required to overcome objections, close sales, and improve customer service. The emphasis of this course will support delegates in developing the customer-focused selling skills and confidence needed to increase sales effectiveness and promote new business opportunities. There is no substitute for a well-trained and highly motivated sales team adept at selling and focusing on building long-term customer relationships.

Understanding Customer-Focused Selling:

What is customer-focused selling? It is a strategic approach that emphasizes creating value for the customer and building strong relationships over merely pushing products or services. This customer-focused selling course will delve into the principles and application of this concept, enabling sales professionals to tailor their techniques to meet the nuanced needs of their clientele. With an understanding of customer-focused selling definitions and strategies, participants will be positioned to foster loyalty and trust, paving the way for long-term success and customer retention.

Targeted Groups:

- 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 customer-focused selling strategies course, the participants will be able to:

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- Create an action plan and prioritize to maximize selling effectiveness.
- Use a customer-focused selling approach to close more sales in less time.
- Customize your sales presentation to appeal to each of the four customers' "buying styles."
- Incorporate Social Media marketing best practices to increase sales revenue.
- Proactively manage key account customers to promote additional sales.
- Effectively organize their schedule to achieve sales goals and build a pipeline.

Targeted Competencies:

At the end of this customer-focused selling strategies training, the participant's competencies will:

- Employ effective questioning and listening techniques to uncover customer needs and expectations.
- Incorporate nonverbal communication strategies to enhance presentation skills.
- Utilize time-proven negotiation techniques and persuasion skills.
- Address and resolve customer objections and close the sale.
- Develop prospecting skills to target new business opportunities.

Course Content:

Unit 1: Communication and Interpersonal Skills Development:

- Listen and Question Skills to Uncover Customer Expectations.
- Telephone and Voicemail Selling Techniques.
- Words and Tones to Avoid.
- Engage your customer's preferred "learning style."
- Interpret the Meaning of Nonverbal Communication.
- How to Identify a Customer's "buying style"?

Unit 2: Principles of Persuasion and Negotiation to Increase Sales Effectiveness:

- Reasons Why Customers Don't Buy.
- Dr. Robert Cialdini's Principles of Persuasion.
- Selling with Emotion, Not Logic.
- Value Selling: Selling Benefits, not Features.
- Win-Win Negotiation Strategies to Gain Customer Agreement.
- How to Overcome Sales Objections and Customer Procrastination?

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Unit 3: Harnessing the Power of Social Media to Make More Sales:

- Benefits of Using Social Media to Increase Sales.
- Keep up with Changing Technology.
- 10 Smart Ways to Increase Online Sales through Social Media.
- How to Avoid Social Media Selling Mistakes?
- Social Media Best Practices for Sales Professionals.
- Leverage Blogs, Twitter, Facebook, YouTube, and LinkedIn.

Unit 4: Delivering Superior Customer-Focused Service After the Sale:

- The 7 Traits of Highly Successful Salespeople.
- Use Customer Service to Generate Sales.
- The 4 Cornerstones of Customer Service Excellence.
- How to Work with Difficult and Demanding Customers?
- Going the "extra mile" to exceed Customer Service Expectations.
- Get Feedback from Customer Satisfaction Surveys.

Unit 5: Developing Your Customer-Focused Selling Action Plan:

- Handle Rejection with a Positive Mental Attitude.
- Prospect and New Business Development.
- SMART Goals for Business and Personal Development.
- Time Management Tips to Increase Daily Productivity.
- Stress Management Techniques.
- Create an Action Plan.