

Building and Maintaining Profitable Sales Relationships

New business is the lifeblood of any organisation, but it costs 5 times more to attract a new customer than it does to retain an existing one. The trick is to balance effort appropriately between the two. There are plenty of useful CRM tools around that can assist in organisations getting the most from their existing customer base and identifying their most attractive new customers. However most of these focus largely on process, and not the skills and behaviours necessary to do it.

This programme is aimed at Account Managers and anyone else anyone involved in developing customer lifetime value for their organisation, and provides a set of tools, techniques and skills that can be easily incorporated into a hectic work schedule.

HIGH LEVEL LEARNING

- » Just like personal relationships, business relationships evolve through various stages.
- » The early stages of relationships usually yield low return for the considerable investment involved
- » Only when relationships are more developed do businesses see a return, moving relationship to this stage as quickly as possible is key to success.

YOU WILL LEARN

- » To identify “mutually attractive” relationships
- » The relationship model
- » How to build and maintain rapport
- » How to influence with integrity
- » About dealing with multiple decision makers
- » To develop bonding mechanisms
- » Striking the right balance between approachability and credibility
- » How to network within organisations to develop more business