

publishing portfolio

Conversations with Customers

The way you plan and conduct conversations with your customers and prospects will be the most significant factor in developing your relationship with them. The way you structure an interaction and the approach you adopt to uncovering customers' needs through effective questioning will determine whether you are accepted as a trusted advisor or not.

Conversations with Customers takes the learner through the four components of any successful meeting:

- Planning
- Opening
- Advancing
- Concluding

This course outlines the approach you should take to planning a meeting, its structure and how you can use questions to identify a problem and involve a customer in a potential solution.

Conversations with Customers enables the learner to:

- Plan and research effectively prior to meetings to ensure they are effective
- Set sensible objectives for meetings through effective preparation
- Agree objectives with customers by describing their goal in customer focused terms
- Understand their customers' needs through effective questioning
- Encourage their customers to open up through active listening techniques
- Ensure that outcomes are agreed by concluding meetings effectively

An annual license to **Conversations with Customers** provides an entire sales team with year round access to this unique learning resource.



Learning outcomes

Planning

- What should my objectives be?
- How should I structure a sales meeting?
- How do I plan a meeting?
- How will I measure my success?

Opening

- Why is opening so important?
- How should I open a meeting?
- How do I establish a rapport?

Advancing

- What is advancing?
- Why should I question a customer?
- How do I question a customer?
- Why do I need to listen?

Concluding

- Why is concluding a meeting so important?
- How do I conclude a meeting?
- How will I measure my success?

Target audience

This course is the ideal introduction to the key skill of handling customer meetings and a useful refresher and practice tool for more experienced sales people.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Principles of Consultative Selling, The Consultative Sales Process, Negotiation Skills for Sales People, Account and Territory Management, Customer Service, The Internal Sales Person.*