

Relationship Selling

More than just selling to
customers; it's building
trusting relationships



Why do some customers seem easy to work with, while others are so difficult?

Relationships Selling Seminars show you what you must do to improve results in today's changing marketplace, and how to do it. This informative seminar provides a solid base of awareness that supports the understanding of how to relate to customers. Great sales people know the answers and now you too can learn their secrets.

Relationships Selling is a powerful yet simple way to treat customers the way they want to be treated. Quite simply, it's an essential ability to 'read' and 'adapt' to the natural behaviour of your customers.

Your versatility in being able to do this makes customers feel comfortable with you and improves your success and increases your sales.

Relationship Selling takes you through the various aspects of relationships between people and will teach you a structured process to enhance your ability to make more sales and build lasting customer relationships.

And why do some sales techniques work on some customers and not on others?





If you give the same sales presentation to everyone then your maximum chance of success is only 25% !

We're all in sales. We sell daily to our customers and our colleagues. Selling is a way of doing business and we should be good at it.

Studies indicate that customers change suppliers of a product or service mainly due to the human interactions as opposed to the product itself. Essentially, the behaviour of a sales professional has an enormous amount of influence on the customer's decision to begin, continue or to conclude a business relationship.



Did you know ?

1. People tend to feel comfortable with and buy from sales people that display behavioural styles similar to their own.
2. Sales people tend to sell more effectively to people with behavioural styles similar to their own and
3. If salespeople adapt their behavioural style to that of the customer, their sales increase.

For example, some customers will be detailed and analytical while others will appear interested in the big picture and few details. Some customers will want to proceed at a faster pace while others require more time to process information before arriving at a decision.

If your sales team is not selling behaviourally, they are only 25% effective. A sales person's ability to understand, identify and adapt to the behavioural differences of their customers will increase their sales success and your bottom line!

How much more business would you have if your salespeople presented in a way that was compelling to each customer?

Sales representatives not only sell your product or service, they represent your business and are often the only point of personal contact your company has with its customers. How much more business would you have if your salespeople presented to each customer in a way that was compelling and rewarding.

Too often relationship self improvement is overlooked when sales people are up skilled on product benefits and features. By adding Relationship Selling techniques to your sales reps and employees training programs you significantly improve your company's performance.



One seminar nine new skills

This program will turn even the most sceptical sales person into an effective customer relationship builder.

At our **Relationship Selling Seminar**, you will

- Learn how to use powerful selling techniques to increase your sales
- Understand your customers and build new relationships with them
- Discover your behavioural style and how to recognise the styles of others
- Make behavioural-based decisions about your sales presentations
- Learn how to adapt your style and make others comfortable in making buying decisions
- Learn how to tailor different presentations to match each customer style
- Develop closing proposition's tailored to suit each customer
- Develop key principles in getting the customer to say 'YES'
- Increase your chances of sales success by 100%

You will come away from the **Relationship Selling Seminar** with useful tools to reinforce your new skills and support you in any new selling situation. You will be able to apply the information you receive in this seminar immediately.

Experience

Since 1999 we have helped hundreds of companies and individuals gain a competitive edge to increase sales and effectiveness.

The **Relationship Selling Seminars** combine practical experience, technology, human psychology and leading thinking in business.

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Seminar Options

One Day

The standard seminar format requires one full day, which allows time for a complete discussion of the core content and role play practice for all participants.

Half-Day - Sydney Only

A shortened version of the program can be scheduled to accommodate client requests. Typically, these formats last from two to four hours.

Book a Seminar

To schedule a **Relationship Selling Seminar** at your company, or for more information about costs or program customisation, please contact

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About Nathan Chanesman

Dedicated to helping people reach their potential, Nathan Chanesman is a leading expert on personality and leadership styles. Nathan is Co-Founder and CEO of www.myprofile.com.au, an online behavioural assessment company helping tens of thousands of individuals achieve success and personal enrichment in their careers, and hundreds of recruitment companies and employers find the right person for the job.

Nathan is also CEO of business coaching and training company Rainmaker Management (www.rainmakermanagement.com.au) and his seminars, training and keynote addresses are used by many organisation's to increase sales effectiveness and communication within companies.

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