

Ventes

# Selling in the Digital Age: A Business Brief

En présentiel

How Trust-Based Relationships Drive Customer Loyalty

## Ce que vous apprendrez

- Review the latest research on trust-based relationships in sales
- Examine the elements for building a strong sales culture
- Review the foundations of Dale Carnegie's sales model

## Pourquoi vous voulez l'apprendre

In our survey, 71% of respondents said they would rather buy from a salesperson they completely trusted than one who gave them a lower price.

## Comment cela va vous aider

- Stay customer-oriented vs sales-focused
- Make a distinction between professional and personal relationships
- Build trust early in the buying process and in every interaction
- Evaluate and strengthen the individual skills and attributes that drive customer loyalty