

Vente

# Manage Customer Expectations

En personne

3 HOUR WORKSHOP

## Ce que vous apprendrez

- Determine the expectations of their customers.
- Manage customer expectations in order to exceed them.
- Implement a customer expectations management process.
- Partner with customers to build relationship.

## Pourquoi vous voulez l'apprendre

When customers have completed 70% of the buying process or can complete many online purchases without ever engaging with a single salesperson, traditional sales tactics simply no longer work. Your customers are the personification of the empowered consumer, knowledgeable beyond the need for basic information. You need a relationship-selling approach that leads to a profitable relationship.

## Comment cela va vous aider

By mastering a relationship-based selling approach, you can offer your customers value they can't find on the Internet: You! And you position yourself for long-term partnerships that bring positive outcomes for all parties.