

Борлуулалт

# Selling in the Digital Age

Танхим

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.

## Суралцах зүйлс

- 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

## Яагаад хэрэгтэй вэ

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.

## Гарах үр дүн

- 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