

Bán hàng

Selling in the Digital Age: A Business Brief

Trực tiếp

How Trust-Based Relationships Drive Customer Loyalty

Bạn sẽ học được những gì

•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

Tại sao bạn muốn học chương trình này

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.

Chương trình này giúp gì cho bạn

•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