

Bán hàng

Selling in the Digital Age

Trực tiếp

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.

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