

销售

# Power Up Your Sales

现场课程

Very few major items or services are purchased without a strong relationship between the buyer and the seller. This one-day workshop is designed to help sales professionals stay focused on essential steps in selling through strong relationships.

## 学习内容

Attendees find out how to establish credibility and communicate your value by focusing on customer-centric solutions. Participants will learn how to develop powerful questions to get the information needed, create interest by describing what the customer can expect and use evidence to persuade the customer.

## 学习原因

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 personification of the empowered consumer and you need to focus your approach to add value to the buying process.

## 学习效果

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