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# How to Increase Sales by Building the Customer Relationship

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Relationships close sales. Relationships drive referrals. Relationships create repeat customers. See how to build successful client relationships and achieve sales success.

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Establishing quality professional relationships is one of the few ways left for a sales professional to set themselves apart from the competition. By building trust, establishing credibility, and effectively communicating you will have more likelihood of winning business, retaining clients, and expanding opportunities for more deals.

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Relationships create results. Trusted relationships lead to positive outcomes; 77% of people will provide referrals, only 17% will buy from your competition, and most importantly 81% of customers will buy from you again.

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Build the attitudes and skills needed in today's ultra-informed selling environment. Focus on the things that really matter to the customer. Use trusted relationships to meet and exceed your sales quotas. Join us for this workshop!