



Relationship Managers and Sales Executives developing customer relationships require a special set of attitudes or ways of thinking about their customer and the customer relationship. This program uncovers the precise thinking styles required for success in your environment and develops those attitudes across the rest of the team. The result is a high performing sales team that understands which success attitudes drive successful behaviors.

Who should attend?

Customer Relationships is suitable for any sales professional or account executive who must build an existing customer relationship. It is especially useful for teams who have:

1. A well designed sales strategy, have invested in developing selling skills and are looking for the missing ingredient. This is often in the attitudinal area that drives customer engagement.
2. A technical product or expertise to sell. This includes engineers, lawyers, accountants and other technical professionals. Often these professionals have excellent technical skills together with less understanding of how customer relationships work

Program Outline

This program runs over three months to ensure the new attitudes are applied and demonstrated through revenue results. Attitudinal surveys, journaling, workshop style training and one-to-one coaching all form part of the course. Each program is designed specifically for your particular environment and will include elements from the following:

- * How customer relationships work – the application of collaboration and the role of trusted adviser
- * Developing empathy and emotional intelligence – this is measured for each individual and compared against the high performers. Strategies are then introduced to develop the appropriate level.
- * How customers think – understanding how customers think is key to building a high quality relationship with them. Participants are introduced to the Spiral Dynamics model of behavior and how motivators like power, security and reward drive customer behaviour.
- * Changing Your Mind – Its one thing to know how to think and its another to actually make the change happen. Through a combination of peer coaching and voluntary behaviour change methods participants are shown how to adopt the new successful thinking styles.

How will participants benefit?

Participants benefit by making a measurable increase in their sales results by:

- * Moving from a buyer/seller approach to the role of trusted adviser
- * Building competitive advantage through a unique understanding of customer needs
- * Framing recommendations that suit how the customer thinks
- * Becoming more aware of emotional clues that drive the buying process
- * Knowing how to translate relationship into revenue



A fresh
perspective
on your
performance