

RELATIONSHIP MANAGEMENT

3 DAYS

Take your understanding of people and relationships to a higher level with this three day course. It is squarely targeted at experienced sales people to help develop communication and relationship building skills to encourage more frequent and reliable business.

WORLD CLASS TRAINING

In almost all selling situations today, the customer has a choice of supplier. To differentiate you, your company, and your product, relations are always important. They are even more important for the buyer, when your product is strategic for their business.

Trust takes time to build, and today's sales professional needs to understand trust at a number of levels. First, from the perspective of the individual (him/herself). Second in terms of the relationship he/she has in relation to the customer. Third, from a business-to-business basis.

LEARNING OUTCOMES

In this workshop, you are going to discover a great deal about yourself, using the Johari window and the DiSC Personality Profiling Tool.

- Understand the role of relationships in a selling environment.
- Learn to adapt your selling style to increase your effectiveness.
- See yourself as others see you
- Understand the benefits and process of networking.
- Receive in-depth feedback from the group you have worked with.

Relationship Management	✓	1	2	3	4	5
Relating to Clients						
Adapting Style						
Networking						
Understanding Relationships						
Critical Self-Analysis						
Active Listening						
Questioning Skills						
Using Relationships to Sell						
Building Customer Connections						
Non-Verbal Communication						
Manage the Account						
Organizing a Client Network						
Managing a Client Network						

WHO WILL BENEFIT

Experienced sales executives from any area of industry or commerce who have experience in selling and who have a good understanding of basic selling skills and techniques.

Assumed knowledge level is equivalent to having attended one of Ron Pollak Training's foundation sales courses or their equivalent.

Attendees will need both the ability and the personal motivation to develop fully as a sales professional.

- 1 = Little or no experience
- 2 = Some background knowledge only
- 3 = Able but takes some thought and thus is not used often
- 4 = Able but could refresh knowledge and skills
- 5 = Mastered and could 'teach' others

CONTACT

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RON POLLAK TRAINING

RELATIONSHIP MANAGEMENT

3 DAYS

TOPICS

- How to Get People to Like You
 - The Rules of Likeability
- What Influences People in Forming Relationships
 - Influences at Work
 - Building Customer Connections
- Disclosure
- Proximity
- How to Win Friends and Influence People
- Communication Skills for Relationship Selling
 - Active Listening
 - Asking Questions
- Non-Verbal Messages
- Managing the Mingling
- The Handshake
 - The Professional Handshake
- Small Talk
- Networking
 - Organizing Your Network

**"WOULD RECOMMEND THIS COURSE TO
ADVANCED SALES PEOPLE"**

- GP, ADT.

REGISTRATION FORM

Course Name and Date

Delegate Name

Phone/Mobile

Email

Manager's Name

Phone/Mobile

Email

Company

Address

State & Post Code

Authorising Exec Name

Signature

Phone/Mobile

Email

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