

# Relationship Selling Skills - Inside Sales Course

Course Objectives: Equip the participant with a complete understanding of the service skills needed to provide positive and professional support.  
Who Should Attend: Owners, Managers and Inside Sales Personnel.  
Course Duration - Inside Sales Training: 1 day class - 8:30 AM-5:00 PM.

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### OSITIVE MINDSET

- Techniques in maintaining a daily positive attitude
- Developing employer and co-worker relationships
- Flexibility in the workplace
- Developing self confidence

"I'm always enthused with your training sessions and I think you were spot on".

- Mike Stevens, Bond Auto Parts  
Burlington VT.

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### RGANIZATIONAL SKILLS

- Establishing your daily objectives
- Collaborative goal setting with your manager and sales team
- Creating customer service consistency
- Planning your success, prioritizing and managing tasks



"A great guide to sales but also a great guide to how to live your life. Super Class."

- Jimmy Faulkenberry, Kittrell Auto Parts of Havelock  
Havelock, NC

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### ATISFYING THE CUSTOMER

- Understanding customer expectations
- Professional phone manners
- Dealing with difficult people
- Techniques to build customer rapport

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### MPRESSION

- Creating a positive impression every time
- Avoiding prejudging
- Being genuinely interested in the customer and applying focus
- Maintaining a professional image



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### ALKING ABOUT THEIR NEEDS

- Asking appropriate questions to identify needs
- Actively listening to your customer
- Having a thorough understanding of your customer's needs
- Confirming the next action

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### NVOLVE THE CUSTOMER IN DECISION MAKING

- Developing your presentation and involving all the decision makers
- Being knowledgeable about your offering
- Presenting the right solutions with passion and enthusiasm
- Overcoming objections



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### ALIDATE THE ORDER

- Overcoming objections
- Asking for the sale
- Being confident when asking for the business
- Offer related products and services

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### ARN CUSTOMER LOYALTY

- Gaining commitment and loyalty - inviting people back
- Continuing to help your customers achieve their goals
- Always be respectful, professional and appreciative of their business
- Continue to offer consistent service

## A Positive Attitude Is Everything

**esc**  
EXCEL SALES CONSULTING