

COURSE SYNOPSIS

RELATIONSHIP SELLING



WHAT IS RELATIONSHIP SELLING?

'Relationship Selling' is the science and art of building trust and rapport for a buying decision in the best interests of all concerned. These fundamental skills underpin the ability to influence and are essential for sales and business success because people buy from those they know, like and trust; and who provide best value with lowest risk.

WHY SELECT THIS COURSE?

This one-day course is ideal for anyone in a leadership or customer-facing role. The course teaches business relationship fundamentals which underpin career and sales success. Participants also learn how to lead by actively listening and asking insightful open questions. They also identify different personality types and other variables to adapt their communication and engagement style.



COURSE OUTLINE

The Relationship Selling course includes role-plays and hands-on workshops while covering 'sales fundamentals' in the areas of communication, listening and questioning, rapport-building, understanding personalities, and working with personal agendas.

The course can be delivered over one day. For an overview of the principles plus testimonials and further information about the concepts, visit website www.RSVPselling.com.

COURSE CONTENT

Introduction

Course objectives and defining 'Relationship Selling'

Relationship Selling

Communication variables and building rapport

How to create the right first impression

Building trust and understanding through active listening

Questions that create engagement and progression

Your personality and working with others

Valuing diversity and navigating cultural difference

Balancing personal agendas and corporate operating modes

Profiling individual decision-makers

Summary

Ten behaviours for positive influence

Ten laws of relationship selling

The seven sins to avoid and affirmations for sales success

Review key outputs actionable commitments

PRE-LEARNING AND PREPARATION

Course preparation is essential for participants to enable them to focus on hands-on activities during the course to implement strategies: Pre-learning tasks include:

- Connect to Tony Hughes in LinkedIn: <https://www.linkedin.com/in/hughestony> and follow his blog: <https://www.linkedin.com/today/posts/hughestony>

LEARNING OUTCOMES AND DELIVERABLES

This course is designed to equip participants to:

- Create winning first impressions
- Understand others and how to build rapport
- Identify personality traits and personal agendas
- Effectively communicate, align values and positively influence

ABOUT THE COURSE CREATOR

Tony Hughes has thirty years of corporate and sales leadership experience with record-breaking personal and team sales results. He has a positive track record, and international experience, as a winning CEO and Sales Director creating outstanding team culture and profitable growth.



Tony is also a bestselling author and the most read person in LinkedIn on the topic of B2B selling. He has more than 500,000 followers of his blogs and his most recent book, COMBO Prospecting, is published by the American Management Association (HarperCollins). Tony's first book, The Joshua Principle – Leadership Secrets of Selling, is a business best seller and in its 9th printing. Top Sales Magazine ranks Tony as the most influential person in Asia-Pacific for professional selling and he was subsequently invited to be a regular columnist for Top Sales Magazine.

Tony's unique strategic sales methodology, RSVPselling™, has delivered hundreds of millions in sales and his framework for modernizing the way people sell with social media provides a way for sales people to personally create sales pipeline. Tony teaches 'modernized selling' within the MBA program at the University of Technology, Sydney and sits on a number of boards. He speaks at conferences internationally and his consulting clients include globally known brands such as Salesforce, Flight Centre Travel Group, Red Hat, and many others.



#1 Sales Blogger Worldwide 2017 - Top Sales World Magazine
#1 Sales Blogger Globally 2017 - Best Sales Blogger Awards
#3 Global B2B Sales Expert & Thought Leader 2018 - LinkedIn

Speaker and author website: www.TonyHughes.com.au
Sales methodology website: www.RSVPSelling.com
LinkedIn blog: www.linkedin.com/today/posts/hughestony
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RSVP Selling COMBO PROSPECTING

Tony J. Hughes

THE JOSHUA PRINCIPLE
LEADERSHIP SECRETS OF SELLING
TONY J. HUGHES

COMBO PROSPECTING
THE FORTRESS OF SALES
TONY J. HUGHES

For additional information:

- LinkedIn profile: <https://www.linkedin.com/in/hughestony/>
- Speaker website: <https://www.tonyhughes.com.au/>
- Sales methodology website: <https://www.rsvpselling.com/>