



TripleWin Consulting

Customer Friendly-Selling

This sixteen-hour course, *Customer Friendly-Selling*, covers basic selling skills, with a focus on developing a relationship-based selling approach. The psychology of selling, along with analysis of actual selling situations, makes this foundation course a good investment for anyone involved in selling situations. Each of the five steps of the TripleWin Relationship-based Selling Process is explored and practiced. Activities are used to apply the concepts. Participants are encouraged to use course time to reflect upon and plan action steps to improve actual selling situations.

Program Objectives:

- Define customer-friendly selling
- Describe the psychology of selling and the five-step Relationship-based Selling process
- Identify the steps to establish an effective customer relationship
- List three types of questions to gather information
- Present a product or service to a customer describing the features and benefits
- Request action from the customer
- Address the customer's fears and concerns

Course Overview:

This course uses a highly interactive teaching style, combining discussions of relevant theory and principles with practice simulations to create a rich and engaging learning environment.

Content:

- **Customer Values:** characteristics of today's customers
- **The Psychology of Selling:** the role of the relationship and the need for the product
- **TripleWin's Relationship-based Selling Process:** Build a Trust-based Relationship, Discuss & Identify Customer Needs, Explore & Propose Solutions, Reach Agreement, Maintain a Trusting Relationship
- **TRUST:** building trust with the customer (Truth, Respect, Understanding, Support, Trustworthiness)
- **Listening:** effective listening practices
- **Asking Great Questions:** three types of questions: open-ended, closed and I'm interested
- **Features and Benefits:** how to use features and benefits to help customer reach a decision
- **Reaching the Agreement:** steps to asking for and making the sale
- **Maintaining a Long-term Relationship:** addressing fears and concerns and gaining credibility