

# Customer-First Marketing Approaches

Putting Forward Strong Value Propositions to Ensure Commercial Success

## Introduction

The competitive climate and quickly evolving technologies of today are changing the company landscape and necessitating a change in perspective on conventional sales and marketing strategies. Building solid customer-focused connections is essential to fostering consistent revenue development in a challenging and competitive environment. Sadly, marketing funds are squandered if salespeople who are unable to professionally introduce themselves, their goods, or their company to potential customers approach them.

The goal of this engaging Course N Carry Customer-First Marketing Approaches training event is to provide attendees with the negotiating, persuasion, and communication skills they need to overcome objections, close deals, and enhance customer service. This Course N Carry training seminar's focus is on helping attendees get the abilities and self-assurance required to boost sales effectiveness and generate new business prospects. An exceptionally motivated and well-trained sales staff is unmatched!

- Use good questioning and listening strategies to learn about the requirements and expectations of your customers.
- Use nonverbal communication techniques to improve your presenting abilities.
- Make use of persuasive and negotiation strategies that have been shown to work
- Answer any concerns raised by the consumer, finalise the deal, and
- Learn how to prospect in order to find new business chances.

## Objectives

**Following this Course N Carry training session, attendees will be qualified to:**

- To increase the effectiveness of your sales, make an action plan and set priorities.
- A customer-focused selling strategy will help you close more deals faster.
- Tailor your sales pitch to each of the four "buying styles" of your target audience.
- Use social media marketing best practices to boost revenue from sales.
- Handle important account clients proactively to encourage more sales
- Efficiently plan their time in order to meet sales targets and create a funnel.

## Training Methodology

Delegate participation is encouraged in this Course N Carry Customer-First Marketing Approaches training seminar through a mix of lectures, group discussions, hands-on activities, case studies, video clips, and breakout sessions that are intended to reinforce newly acquired skills.

## Organizational impacts

- Encourage a professional sales culture within the organisation.
- Growth in revenue via improved sales effectiveness
- Increased market penetration via administration of the sales region
- Increased client loyalty and satisfaction
- Enhanced morale and retention among employees

## Personal Impact

- Enhanced efficacy of sales
- Advanced abilities in persuasion, negotiation, and presenting
- Increased opportunity for professional progression and job happiness
- Increased daily output by using time management strategies and goal setting
- Improved interpersonal and communication abilities

## Who should attend?

Anyone who wants to deepen their understanding of sales best practices and processes is welcome to attend this Course N Carry Customer-First Marketing Approaches training course. For delegates to gain from this Course N Carry course, no prior sales experience is necessary. A broad spectrum of sales professionals can benefit from this Course N Carry Sales & Marketing training event, but the following will be especially beneficial:

- Managers of Sales and Marketing
- Key Account and Territory Sales Representatives
- Sales representatives, both inside and outside the company
- Members of the Sales Support Team

## Course Outline

### Day 1

#### Development of Interpersonal and Communication Skills

- Using Questioning and Listening Techniques to Learn About Customer Expectations
- Voicemail and Telecon Sales Strategies

- Avoid These Words and Tone
- Using the selected "learning style" of your customer
- Deciphering Nonverbal Communication Significance
- How to Determine the "buying style" of a customer

## Day 2

### **Persuasion and Negotiation Techniques to Boost Sales Effectiveness**

- Reasons for Not Buying by Customers
- The Persuasion Principles by Dr. Robert Cialdini
- Emotional rather than logical selling
- Value-Selling: Highlighting Advantages Over Features
- Strategies for Win-Win Negotiations to Secure Customer Agreement
- How to Get Past Customer Procrastination and Sales Objections

## Day 3

### **Using Social Media's Potential to Increase Sales**

- Social media marketing's advantages for boosting sales
- Adapting to Changing Technologies
- 10 Clever Ways to Use Social Media to Boost Online Sales
- How to Steer Clear of Social Media Marketing Errors
- Sales Professionals' Best Practices with Social Media
- Making Use of LinkedIn, YouTube, Facebook, Twitter, and Blogs

## Day 4

### **Providing Outstanding Customer-Centered Support Following the Purchase**

- The Seven Characteristics of Very Successful Salespeople
- Using Sales via Customer Service
- The Four Foundations of Excellent Customer Service
- How to Handle Challenging and Difficult Clients
- Going above and beyond to surpass customer service standards
- Obtaining Input from Surveys of Customer Satisfaction

## Day 5

## **Creating an Action Plan for Customer-Focused Selling**

- Having a Positive Mental Attitude When Facing Rejection
- Creating New Business and Prospecting
- SMART Objectives for Professional and Individual Growth
- Time Management Strategies to Boost Everyday Output
- Techniques for Stress Management
- Formulating a Course of Action