



Trust in Sales: The Missing Link

Target Audience: Sales, Relationship Managers, Customer Relations, Senior Managers and anyone who plays a key role in interfacing with the client.

We all know the importance in sales of product knowledge, having a sales process, and understanding your client's business through consultative/value selling. While these three areas of expertise were sufficient in the past to win business, and indeed are still essential, today they are not enough.

In times when all products are looking the same, clients are tired of being 'sold to' in a transactional manner. They are angry that their most pressing need, to feel that they can trust the person selling to them, has been ignored in favour of quick deals aimed at achieving immediate targets.

It is time to differentiate yourselves from your competitors.

Through our observations, trust is the missing link in making a difference in sales and in business. As Stephen M.R. Covey says, trust is "The one thing that changes everything".

This programme will help anyone in your company responsible for results through client relationships win a new client's trust, maintain it or re-gain it if it has been lost. The programme will show your people:

- How winning a client's trust is a direct route to sales success
- How to communicate with authenticity and sincerity
- How to change beliefs and patterns of behaviour that may be losing them trust
- How to seize the defining moments in customer relationships to build trust
- How to explore, commit, deliver and confirm in a proven process that builds trust

The time has come to ask ourselves if we are actually building bridges or building walls with our clients. If we want to build bridges, trust is the roadway that brings company and client together.