

## ValueSelling Essentials<sup>™</sup> Interpersonal Communication Skills



Great salespeople are more than experts in their products or their customers' businesses, they're expert relationship builders. In fact, behind every successful sale is a successful relationship between salesperson and customer. Whether it is on the phone, across the desk, through e-mail or regular mail, your ability to create relationships is essential. People buy from people! Nothing creates a more solid foundation for the sale than a positive, productive relationship between you and your customer.

### INTERPERSONAL COMMUNICATION SKILLS

Your ability to establish positive and productive relationships with your prospects and customers is essential to your long-term sales success. In this course, you will learn tactics and techniques for creating and maintaining high-quality customer relationships. Specifically, you will learn how to use your internal awareness as a resource for building relationships, establishing trust and rapport with customers and prospects, relating with all kinds of personalities, being more aware of customer responses and reactions, and creating credibility for yourself.

#### COURSE OUTLINE:

- Self Assessment
- Tactics:
  - Part 1: Be Aware and Present
  - Part 2: Relate to Your Customer
  - Part 3: Be Committed
- Practice Exercises in Interpersonal Communication
- Knowledge Challenge

### WHAT IS VALUESELLING ESSENTIALS<sup>™</sup>?

ValueSelling Essentials<sup>™</sup> is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials<sup>™</sup> can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials<sup>™</sup> is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials<sup>™</sup> series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials<sup>™</sup> courses can be tailored to any company, language, or selling situation.

**For more information, visit [www.valueselling.com](http://www.valueselling.com).**