

IC Interpersonal Communications

Interpersonal Communication: 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.

Your ability to establish positive and productive relationships with your prospects and customers is essential to your long-term sales success.

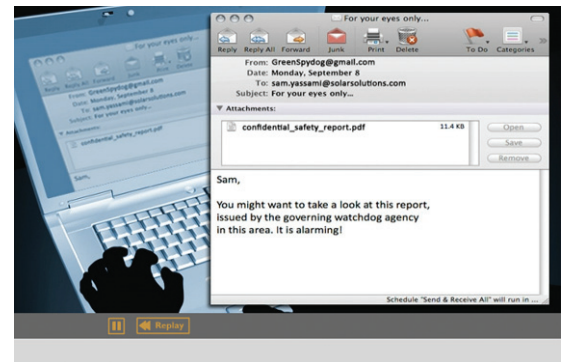
In this course, you will learn tactics and techniques for creating and maintaining high-quality customer relationships.

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:

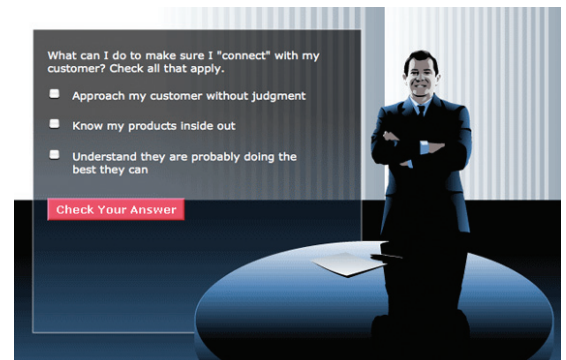
- Self-Assessment
- Tactics:
 - Part 1: Be Aware and Present
 - Part 2: Relate to Your Customer
 - Part 3: Be Committed
- Practice Exercises in Interpersonal Communication
- Knowledge Challenge

eLearning with real-world relevance



Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Designed for adult learners



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

What is ValueSelling Essentials®?



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 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.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course.

ValueSelling Essentials is built to the highest standards and is SCORM-compliant. In addition, it is closed-captioned for the hearing impaired.

For more information, visit <http://www.valueselling.com/our-solutions/valueselling-essentials.html>



is a series of 10 e-learning courses, each 45 minutes long, designed to build basic sales skills and increase win rates. The series utilizes the latest technology to facilitate efficient and effective adult learning.

Communication Techniques



Client-Facing Skills



Productivity Skills



About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

Visit www.valueselling.com.

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The proven formula for accelerating sales results.