

COURSE SYNOPSIS

RELATIONSHIP SELLING FUNDAMENTALS



WHAT IS RELATIONSHIP SELLING?

'Relationship Selling' is the science and art of building trust and rapport for a buying decision in the best interests of all concerned. These fundamental skills underpin the ability to influence and are essential for sales and business success because people buy from those they know, like and trust; and who provide value with lowest risk.

WHY SELECT THIS COURSE?

This one-day course is ideal for anyone in a leadership or customer-facing role. The course teaches business relationship fundamentals which underpin career and sales success. Participants also learn how to lead by actively listening and asking insightful open questions. They also identify different personality types and other variables to adapt their communication and engagement style.



COURSE OUTLINE

The Relationship Selling course covers 'sales fundamentals' in the areas of communication, listening and questioning, rapport-building, understanding personalities, and working with personal agendas. The course can be delivered over a one-day or two half-day sessions.

The course includes role-plays and hands-on workshops.

COURSE CONTENT

Introduction

Course objectives and defining 'Relationship Selling'

Relationship Selling

Communication variables and building rapport

How to create the right first impression

Building trust and understanding through active listening

Questions that create engagement and progression

Your personality and working with others

Valuing diversity and navigating cultural difference

Balancing personal agendas and corporate operating modes

Profiling individual decision-makers

Summary

Ten behaviours for positive influence

Ten laws of relationship selling

The seven sins to avoid and affirmations for sales success

Review key outputs actionable commitments

PRE-LEARNING AND PREPARATION

Course preparation is essential for participants to enable them to focus on hands-on activities during the course to implement strategies: Pre-learning tasks include:

- Connect to Tony Hughes in LinkedIn: <https://www.linkedin.com/in/hughestony> and follow his blog: <https://www.linkedin.com/today/posts/hughestony>

LEARNING OUTCOMES AND DELIVERABLES

This course is designed to equip participants to:

- Create winning first impressions
- Understand others and how to build rapport
- Effectively communicate, align values and positively influence

INVESTMENT/COST

Venue hire, catering, audio-visual equipment, etc. and any travel costs are additional.

Recommended class size is no more than 20 participants. Cost elements as follows:

- Electronic course manual including worksheets: \$395 (plus tax) per participant
- Course facilitation by Tony J Hughes: \$2,200 (plus tax) per day
- Course preparation with tailoring with course follow-up: No additional cost.

For an overview of the principles plus testimonials and further information about the concepts, visit website www.RSVPselling.com.

ABOUT THE COURSE CREATOR AND FACILITATOR



Top Sales Magazine ranks Tony Hughes as the number one influencer for professional selling in Asia-Pacific. Tony subsequently became a regular columnist for Top Sales World Magazine and his [LinkedIn Author Blog](#) is also widely read by sales leaders globally. Tony's best selling book: *The Joshua Principle, Leadership Secrets of Selling* is in its 6th printing.

Tony's unique strategic sales methodology, RSVPselling™, has delivered hundreds of millions in sales and his framework for modernizing the way people sell with social media provides a way for sales people to become micro-marketers and personally create sales pipeline. He has taught for The University of Sydney and is currently on the faculty of the University of Technology Sydney delivering part of their eMBA program. Tony is also a recognized international keynote speaker in the USA and Europe, speaking at events including Sales Innovation Expo, London with 3,000 delegates.

Tony also has more than 30 years of real world experience including setting individual sales records that have never been broken, owning his own companies pioneering new markets, and leading the Asia-Pacific region (Managing Director) for a number of global technology corporations with head-offices in North America. In 2012 Tony launched his own consultancy business and his clients include Oracle, LinkedIn, Sugar CRM, BOC Gases, FINDEX Group, TAL Life, Nufarm, New Zealand Government and others.

For additional information:

- Personal credentials: <http://TonyHughes.com.au/>
- LinkedIn Profile: <http://au.linkedin.com/in/hughestony/>
- Corporate website: <http://rsvpselling.com>