

Developing business relations - ENG

2 jours - 14,00 heures

Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Identifying ways of building long-term relationships with our customers
- Creating contact through informal communication
- Discovering needs through open questioning
- Increasing the chances of persuasion through an appropriate pitch

Compétences visées

- Building a sales action plan
- Pitching a project
- Highlighting the company's specific features
- Listening actively to understand a request or explore a need
- Streamlining your informal communication to make contact

Description / Contenu

Description / Content

Stage 1: Creating opportunities

- The stages of a sales cycle
- Best practices for developing opportunities
- The stages of an opportunity

Workshop: changing our current practices;

Stage 2: Developing customer relations

- How to enter into a relationship: the art of small talk
- Creating a personal link with the customer
- Seeking out information to extend opportunities
- Rebound techniques

Role-playing: informal discussions

Stage 3: Framing needs and requests

- The need to listen carefully to needs so as to be able to suggest an appropriate solution
- Listening also means observing non-verbal communication
- Listening to what or how?
- Active listening tools

Role play: getting your customer or prospective customer talking;

Stage 4: Pitching what makes us special

- Arousing curiosity about our offer
- Structuring your pitch around the benefits
- Enhancing your offer, telling a good story

Exercise: building a pitch in teams

Modalités pédagogiques

Educational format

On site : 1 or 2 days

Remote : 2 or 4 x 3,5 hours workshops via Teams, GoogleMeet, Zoom...





Moyens et supports pédagogiques

Educational resources and supports

- Slide show PPT
- Pedagogical Support
- Digital Tools (Mentimeter, Jamboard ...)

Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Self-positioning by participants on a digital platform shared with the trainer (at the beginning and end of the course)
- Assessment by the trainer at the end of the course
- On-the-spot assessment immediately after the course
- REX - One-hour practice-sharing workshops one or two months after the initial training course
- Post-training assessment one or two months after the course
- Performance questionnaire sent to the customer three months after the course

Nous sommes à votre écoute au 01 47 66 25 20

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