



Training Seminars & Conferences
www.euromatech.com



An Intensive 5-Day Training Course

Customer-Centric Selling Master Class

The Customer Experience (Cx), the only thing that matters



PROGRAMME SUMMARY

The Customer-Centric Selling Skills Masterclass training course covers essential skills such as communicating persuasively and with impact, confidence to handle challenging situations and flexibility to adapt and being clear about who you are and who you want to be. It gives a proven methodology to uncover the true, often hidden meaning of value and how to uncover. Communicate and deliver it compellingly. It draws upon the science of Behavioural Economics, the psychology of purchase and the Science of Persuasion and provides a research-based, proven rationale for a sales process that turns the salesperson from the role of 'vendor' to that of 'Trusted Advisor'.

Date	Venue	Fee(\$)
13 - 17 Mar 2022	Dubai	US\$ 4,950
3 - 27 Oct 2022	Dubai	US\$ 4,950

INTRODUCTION

In an age where Social Media 'Likes' can go around the world in mere seconds, it has never been more important to ensure the Customer's Experience is a winning one. Indeed, Customer Experience (Cx) is the crucial component in modern Brand Equity, without it, you fail. Customer-centricity demands that the way we approach, communicate and deal with customers changes and places the focus squarely on the customer and his/her needs.

It is an interesting fact that no one likes being sold to, and yet, most people like to buy. It has long puzzled Sales Managers why some salespeople are effortlessly effective and yet others struggle and fail. To answer this question, a significant amount of research has been done on what makes some salespeople more effective than others. Much of this research turns 'conventional wisdom' about what makes a good salesman, on its head.

This EuroMaTech training workshop is based on the outcomes of this research. This approach is based on the use of high gain situational questioning techniques to uncover real value and facilitate the creation of compelling value statements. It discovers the true meaning of value and how it can be created, captured (and also, destroyed).

Virtual learning service available



TRAINING METHODOLOGY

This is a workshop not a lecture. There will be formal presentational inputs but interspersed within these will be case studies, examples from a variety of industries. Delegates will have presented to them a variety of tools and approaches designed to make analyses and therefore action, easier.

The programme will be experiential, delegates will conduct role-play exercises and will be taught and encouraged to coach each others (teaching someone else is the very best way to learn something). The programme recognises that people have different learning styles and will use a variety of methods, styles and approaches to ensure that learning is maximised and ultimately turned into action.

In-house Training

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.



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WHO SHOULD ATTEND

This lively and interactive training is suitable for anyone who is serious about succeeding in business as it contains skills and techniques on influencing that are beneficial in many walks of professional, and indeed social, life. However, it will be of particular interest to:

- Sales Professionals
- Sales Managers
- Sales Directors
- Marketing Professionals
- Key Account Managers
- Customer Service Professionals
- Public Relations Executives
- Government Relations Executives
- Customer Liaison Professionals

PROGRAMME OBJECTIVES

This Customer-Centric Selling Masterclass training course aims to enable participants to achieve the following objectives:

- Understand the differences in the 'so-so' sales performers and the very best-in-class
- Emulate the best practices as revealed in the research and contained in the Consultative Selling Model
- Have an opportunity to evaluate and reflect on the 3 guiding principles to effective selling approaches and process
- Understand and be able to implement a proven process for how to conduct an effective sales call
- Enhance and improve their fundamental selling skills
- Overcome 'stuck' sales situations and improve the skills of advancing sales situations to include exploring consequences and payoffs.
- Understand how to understand and compellingly communicate real value, rather than just hopeful feature-dumping
- Understand how a product can be made compelling and relevant to even the most diffident customer
- Gain an awareness of how attitude and beliefs can impact your sales cycle

QUALITY CERTIFICATIONS & ACCREDITATIONS



COURSE OUTLINE



Day 1

Consultative Selling Skills

- The characteristics of top salespeople
- The Power of attitude and belief
- The True Meaning of Value, how it is created, how it migrates and how it is captured
- Stop selling, start consulting
- Earn the right to speak
- The skills of being insightful
- Forensic Questioning Skills
- Compelling Openings, the single compelling proposition
 - » Exercises

Day 2

Communicating in a Customer-Centric manner

- Rapport & Non-verbal communication
- Active Listening
- The 'Value Onion'
- Uncovering real needs
- An Objection is a gift, use it
- Problems, consequences, needs and payoffs
- Harnessing the Power of Persuasion
- Closes that work
- Call development strategies

Day 3

The customer's mind, a user manual

- Customer Personality Types
 - » Exercises
- The Science of Persuasion
 - » Exercises
- Behavioural Economics, (we don't think the way we think we think)
- Human Motivation

Day 4

Building Compelling Value Propositions

- Customer Segmentation
 - » Exercises
- Creating Customer Personas Workshop (in groups)
 - » Role-play
 - » Exercises

Day 5

Creating Value in the Real World Workshop

- Developing Elevator Pitches that get attention and access
- Techniques for earning trust workshop
 - » Exercise
 - » Role-Play
- Features, Advantages, Benefits and Handling Objections in a customer-centric manner
- Needs – Payoff statements workshop
 - » Groupwork
- Closing Workshop
 - » Role Play
- Summary, Review & Close

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This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).*

Your Details

Name (Mr/Ms):.....
Position:..... Organisation:.....
Address:.....
City / Country:
Telephone: Email:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
 Please invoice me
 Please invoice my company as follows:

Contact Name:
Company Name:
Address:.....
Email:

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, email us at info@euromatech.ae.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

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*VAT Announcement: The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.