



# Selling & Customer Care

Whether your focus is on external sales, internal relationships, customer satisfaction or key stakeholder management, influencing and relationship management skills are essential for creating bonds that last and add tangible value to your business.

This programme has been designed by The Colour Works.

Call Us: 0345 045 0933

Email Us: [office@thecolourworks.com](mailto:office@thecolourworks.com)

Find Us: Peartree Business Centre, Cobham Rd, Ferndown Industrial Estate, Ferndown, Wimborne BH21 7PT

March 29, 2024

# Content

- Recognising personality type – knowing who you’re dealing with
- Building rapport – mirroring, matching and modelling
- The Effective Selling chapter of the Discovery profile and the 6 stages of the sales process
- Personal strengths and weaknesses
- Peer coaching and mentoring
- Mapping stakeholder management – connecting and adapting
- Modelling success – team commitments

# Impact

- Engagement
- Selling skills
- Stakeholder management

# Outcomes

Delegates will understand their strengths and gaps within the sales and customer care process and will have devised strategies to address areas for development. They will be confident in recognising prospects’ and customers’ colour preferences and adept at flexing their behaviour and communications styles to better meet their needs.