

# Relationship Selling Techniques

By Wekie Tay



Decide with Confidence

## INTRODUCTION

Relationship through people-to-people interaction is a vital factor in sales to fulfill your revenue objectives. Developing relationship selling skills and techniques will thus give you much more confidence and higher productivity because you can relate, personally, communicate clearly and persuade well, leading to powerful sales results and profitable returns. This course will also include Neuro-Linguistics Programming techniques to help you build relationships faster, deeper and sell more exquisitely.

## LEARNING OBJECTIVES

On completing this program, participants will:

- Learn the fundamentals of relationship selling in the selling process.
- Practice relationship-selling techniques in role-plays
- Understand your own personality style, the personality style of your customers and managers.
- Modify your relationship selling techniques to be more effective.
- Create greater possibilities for more selling results.

The talk will:

- employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness
- include role play sessions and other experiential activities to make learning more effective and real
- include group discussions and feedback to maximize the participants' learning abilities

## COURSE OUTLINE

- Understanding The Sales Process
- Designing and Planning Before Sales Strategies
- How to Add Value to Your Sales Relationships?
- Establishing rapport with Your Clients
- Using Probing Skills to Build Deeper Relationships
- Creating and Supporting the Value proposition
- Using The Paradox of Attraction for Greater Advantage
- Presenting in Ways that Impact and Influences Your Clients
- Understanding How Different Customers View Relationships and What To do About it
- Applying Personality style techniques to enhance your relationship for Sales
- Ways to Handle Objections through Better Relationship Techniques
- How to Close Your Deals for Improved Results?

### ABOUT THE TRAINER – MR WEKIE TAY

**BA, DTM NLP Trainer (USA), NLP Master Prac, Design  
Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.),  
American Management Association Certified Trainer**

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, worklife balance, motivation and life passion, confidence building, belief empowerment and more.

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**Date:** 1<sup>st</sup> February 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:**  S\$410 for D&B Subscriber  S\$490 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payment
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 1<sup>st</sup> January to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

### Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

### Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

### Payment Information

D&B subscription units (Account no: \_\_\_\_\_)  
 \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
 \* VISA  Mastercard  Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

### Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.