Marketing & Sales · MS106

Customer-Focused Business Strategies

Geneva · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Geneva**	**1 Week**
Fee	Ref	Language
£5,250 GBP	**MS106**	**English**

Introduction

Today's rapidly advancing technologies and competitive environment are transforming the business landscape in such a way that traditional sales and marketing methods must be reconsidered. Developing strong customer-focused relationships is critical for promoting long-term revenue growth in a difficult and competitive market. Unfortunately, valuable prospects are contacted by salespeople who are unable to present themselves, their products, or their organisation professionally.

The goal of this interactive Customer-Focused Selling Strategies training seminar is to provide delegates with the communication skills, persuasion strategies, and negotiation techniques they need to overcome objections, close sales, and improve customer service. This course's emphasis will assist delegates in developing the skills and confidence required to increase sales effectiveness and promote new business opportunities. A well-trained and highly motivated sales team is indispensable!

This course will highlight:

• Employ effective questioning and listening techniques to uncover customer needs and expectations
• Incorporate nonverbal communication strategies to reinforce presentation skills
• Utilise time-proven negotiation techniques and persuasion skills
• Address and resolve customer objections and shut the sale
• Develop prospecting skills to focus on new business opportunities

Course Objectives of Customer-Focused Business Strategies

By the top of this course, delegates are going to be able to:

• Create an action plan and prioritise to maximise selling effectiveness
• Use a customer-focused selling approach to shut more sales in less time
• Customise your sales presentation to appeal to every one of the four customers “buying styles”
• Incorporate Social Media marketing best practices to extend sales revenue
• Proactively manage key-account customers to market additional sales

• Effectively organise their schedule to realise sales goals and build a pipeline

Course Methodology of Customer-Focused Business Strategies

This course encourages delegate participation through a mixture of lectures, conferences, practical exercises, case studies, video clips, and breakout sessions designed to strengthen new skills.

Organisational Impact of Customer-Focused Business Strategies

• Foster a company-wide professional sales culture
• Increased revenue growth through higher sales effectiveness
• Expanded penetration through sales territory management
• Improved customer satisfaction and loyalty
• Increased employee morale and retention

Personal Impact of Customer-Focused Business Strategies

• Increased sales effectiveness
• Advanced negotiation, persuasion, and presentation skills
• Greater job satisfaction and career advancement potential
• Improved daily productivity through goal-setting and time management techniques
• Enhanced communication and interpersonal skills

Target Audience of Customer-Focused Business Strategies

This course is for anyone who desires to expand their expertise in sales best practices and procedures. Delegates don't require any previous sales experience to profit from this course training.

This course is suitable for a good range of sales professionals, but will greatly benefit:

• Sales and Marketing Managers
• Territory and Key Account Sales Representatives
• Inside and out of doors Sales Representatives
• Sales Support Team Members

Course Outlines of Customer-Focused Business Strategies

DAY 1

Communication and Interpersonal Skills Development

• Listening and Questioning Skills to uncover Customer Expectations
• Telephone and Voicemail Selling Techniques
• Words and Tones to Avoid
• Engaging your Customer’s preferred “learning style”
• Interpreting the meaning of Nonverbal Communication
• How to spot a Customer’s “buying style”

DAY 2

Principles of Persuasion and Negotiation to extend Sales Effectiveness

- Reasons Why Customers Don’t Buy
- Dr. Robert Cialdni’s Principles of Persuasion
- Selling with Emotion, Not Logic
- Value Selling: Selling Benefits not Features
- Win-Win Negotiation Strategies to realise Customer Agreement
- How to beat Sales Objections and Customer Procrastination

DAY 3

Harnessing the facility of Social Media to form More Sales

- Benefits of using Social Media to extend Sales
- Keeping-up with Changing Technology
- 10 Smart Ways to extend Online Sales through Social Media
- How to Avoid Social Media Selling Mistakes
- Social Media Best Practices for Sales Professionals
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn

DAY 4

Delivering Superior Customer-Focused Service after the Sale

- The 7 Traits of Highly-successful Salespeople
- Using Customer Service to get Sales
- The 4 Cornerstones of Customer Service Excellence
- How to figure with Difficult and Demanding Customers
- Going the “extra mile” to exceed Customer Service Expectations
- Getting Feedback from Customer Satisfaction Surveys

DAY 5

Developing Your Customer-Focused Selling Action Plan

- Handling Rejection with a Positive attitude
- Prospecting and New Business Development
- SMART Goals for Business and private Development
- Time Management Tips to extend Daily Productivity
- Stress Management Techniques
- Creating an Action Plan

Register or ask about this course online

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14