

RELATIONSHIP-BASED SELLING

WHAT IS IT ABOUT?

To win new business, and to grow it, we can use tools like first class delivery, a solid sales methodology, good account planning or market intelligence. But, in the end, it is people who buy from people.

Relationship Based Selling (RBS) is like being on a journey in guiding your client's decision-making process. It's about being perceptive of the client's emotions and truly understanding their needs. It starts with building a relationship of trust so you can become a trusted advisor and help engage the client into action.



WHAT WILL YOU LEARN?

- Understand how to build a connection and a relationship of trust with your client
- Be able to use techniques and apply skills to understand your client's needs
- Understand how to sell "satisfaction"
- Have awareness of techniques on how to overcome client objections and engage him or her into action

**BUYING IS AN
EMOTIONAL PROCESS**

Copyright 2024 @Twyla Limited

COLLABORATION



WHOM IS IT FOR?

Anyone in a sales or client relationship role

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- The underlying premise of the RBS model is that buying is an emotional process and people buy from people they trust.
- Often, we rush into selling our services or products, without truly understanding our client's needs.
- The RBS model takes you through several steps from building trust to understanding needs, selling the solution and finally, engaging your client into action.

Learning for the curious

