



Building Rapport in Sales Training Program

Building the Bridge Before the Sale

- Build Trust with Customers • Strengthen Relationships
- Improve Sales Conversations



Audience

Building Rapport in Sales is designed for individuals and professionals who want to develop the interpersonal and communication skills required to build trust, connect with customers, and establish strong relationships that lead to successful sales outcomes. The training focuses on practical techniques for creating meaningful customer interactions and improving the quality of sales conversations.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Marketing professionals
- Customer success professionals
- Startup founders and small business operators
- Business development managers
- Freelancers and consultants
- Digital marketers and social media managers
- Non-tech professionals transitioning into sales



Course Description

Building Rapport in Sales focuses on helping participants develop the relationship-building skills necessary to connect with prospects and customers effectively. The course teaches practical techniques for establishing trust, improving communication, and creating positive customer experiences that support successful sales outcomes.

Participants will learn how to build authentic connections with prospects, understand customer emotions and motivations, communicate with confidence, and foster long-term relationships that lead to repeat business and customer loyalty.



Course Outline

- Module 1: Introduction to Rapport Building in Sales
- Module 2: Understanding Customer Psychology and Behavior
- Module 3: Effective Communication Skills for Sales Professionals
- Module 4: Active Listening and Empathy in Sales Conversations
- Module 5: Building Trust and Credibility with Prospects
- Module 6: Handling Customer Concerns and Objections with Confidence
- Module 7: Personalization and Relationship-Based Selling
- Module 8: Maintaining Long-Term Customer Relationships



Training Details

Duration: 1 day

Training Fee: N200,000(excluding tax)





Thank you



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