

Service-Focused Selling

Half Day Course

Rating: ★★★★★ 4.8/5



Module 1:

Value Creation: Awareness, Connection & Trust

Learning Outcomes

- Speak confidently about products and services in a consultative, helpful manner.
- Build rapport and establish trust to ensure the best outcomes for prospects and customers.
- Recognise subtle signs of interest and leverage 'buying signals'.

Service Methodologies

- Value-Creating Questions
- Spotting Opportunities to Add Genuine Value

Module 2:

Gaining Commitment: Positioning, Persuasiveness & Assurance

Learning Outcomes

- Confidently discuss pricing and use persuasive techniques for effective presentation.
- Guide prospects and existing customers/clients toward decisions that maximise long-term value.
- Choose the right closing technique to secure the person's commitment.

Service Methodologies

- Presenting Pricing Persuasively
- Closing Techniques

Location & Delivery Style

4th Floor
One Great Cumberland Place
London
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Hamilton Mercer's training sessions are
Friendly, Highly Engaging and Humorous.



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