



Palomino Training Solutions  
specialists in corporate training

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## Building Lasting Relationships (1 Day)

### Course Overview

***Fact: Selling is about building relationships. The larger your base of satisfied customers, the greater your annual sales results.***

No one questions that making friends is a good thing. However, it's not an easy thing, particularly when you're cultivating business relationships. How do you make friends with customers you don't like? How do you find common ground when there appears to be none? How do you start networking when you go to a business convention and you don't know anyone? These are just some of the difficult questions that you may face in your day-to-day work as a salesperson.

In this workshop, you are going to discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships. Strategic friendships will make or break any business, no matter how big and no matter what kind of market.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, role plays, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

### Target Audience

All staff members who regularly deal with customers and need to develop lasting relationships for greater success.

### Course Outline

#### SECTION 1: How to Get People to Like You

1. The rules of likeability

#### SECTION 2: What Influences People in Forming Relationships?

1. Influences at Work
2. Building Customer Connections



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### **SECTION 3: Disclosure (Johari Windows)**

1. Johari Concept
2. Johari Styles

### **SECTION 4: How to Win Friends and Influence People**

### **SECTION 5: Communication Skills for Relationship Selling**

1. Listening
2. Active Listening
3. Asking Questions

### **SECTION 6: Non-Verbal Messages**

1. What your body language is saying

### **SECTION 7: Managing the Mingling**

### **SECTION 8: The Handshake**

### **SECTION 9: Small Talk**

### **SECTION 10: Networking**

1. Organising your Network
2. Case Study