MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BUILDING RELATIONSHIPS FOR SUCCESS IN SALES

"Master the art of relationship-driven selling to boost long-term sales success."

Schedule

Date	Venue	Fees
02 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Successful sales are built not just on transactions but on trust, credibility, and long-term client relationships. This one-day online course equips sales professionals with essential strategies to engage prospects, deepen customer connections, and create lasting partnerships that drive repeat business and referrals.

Objectives

By the end of this course, participants will be able to:

- Understand the psychology of buyer-seller relationships
- Apply active listening and effective questioning to uncover client needs
- Build trust and rapport with prospects and customers
- Handle objections and maintain long-term engagement
- Strengthen client loyalty through follow-up and relationship management

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Why Attend

- Boost Sales Performance: Move beyond price-based selling to value-driven relationships
- Win Customer Loyalty: Increase repeat business and referrals
- Gain Competitive Advantage: Stand out in crowded markets through superior client care
- Enhance Personal Selling Skills: Build confidence and communication mastery
- Drive Sustainable Revenue: Create a consistent pipeline of loyal clients

Target Audience

This program is designed for:

- Sales representatives and account managers
- Business development professionals
- Customer relationship managers
- Entrepreneurs and small business owners
- Anyone involved in client-facing sales roles

Individual Benefits

Key competencies that will be developed include:

- Building client trust and rapport
- Consultative and relationship-based selling
- Effective communication and influence
- Objection handling and negotiation
- Customer retention and loyalty strategies

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger customer relationships and higher client satisfaction
- Increased sales conversions and long-term contracts
- Enhanced reputation and brand loyalty in the marketplace
- Improved sales team collaboration and best practices
- Sustainable growth through relationship-focused sales processes

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Interactive Presentations – Expert-led insights and frameworks
- Role-Playing Exercises – Practice real-life sales conversations
- Case Studies – Explore successful relationship-based sales examples
- Group Discussions – Share experiences and problem-solving ideas
- Action Planning – Develop a personal client engagement strategy

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Course Outline

Training Hours: 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Understanding buyer motivations and relationship dynamics
- Building rapport and trust from the first contact
- Using consultative selling techniques to identify client needs
- Overcoming objections while preserving the relationship
- Managing post-sale follow-up and client care
- Developing a long-term client relationship plan

Certification

Participants will receive a Certificate of Completion in Building Relationships for Success in Sales, demonstrating their enhanced ability to foster and manage high-impact client relationships.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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