

Sales & Marketing

Developing and Managing Customer Relationships

Course Details

Price

£325.00

Length

Full day (09:00-17:00)

Course Overview

This full day course is designed to make the concept of sales and selling something to enjoy rather than to fear.

This course will help delegates to:

- Reframe selling as helping, not persuading
- Build confidence in customer conversations
- Understand their own style and how to adapt it
- Strengthen long-term customer relationships
- Communicate with clarity, empathy and purpose
- Apply practical tools immediately in their role

Course Content

This course explores the full customer-relationship journey, blending practical tools with established sales and behavioural theory to help delegates build confidence and capability.

1. Understanding Yourself

Delegates will examine their communication style, motivations, and current approach to customer interactions.

2. Understanding the Customer

A deep dive into customer types, expectations, value perceptions, and the difference between needs, wants, and pain points.

3. Building Strong Relationships

Focus on the foundations of trust and rapport through active listening, empathy, reliability, and personalisation.

4. Growing Relationships

How to maintain and strengthen customer relationships through consistent communication, proactive value-adding, and meaningful follow-through.

5. Selling with Confidence

Reframing selling as an extension of good service. Delegates will explore how to reduce customer risk, position solutions effectively, and overcome discomfort with selling.

6. The Sales Stages

A practical framework covering:

Getting Attention - Building Interest - Establishing the Need - Taking Positive Action

Benefits

Delegates will leave with a personalised action plan for improving their customer relationships and a toolkit of modern, ethical sales techniques that feel natural rather than forced.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Mike Elward

Mike Elward BA (Hons) MscEcon PGCE, brings over 20 years of experience in education and management, with a decade in senior leadership roles at the highest level. He has a proven track record of empowering individuals and teams to achieve their full potential. Prior to his career in education, Mike served as an officer in the Royal Navy, where he developed strong leadership skills in demanding environments. He holds an undergraduate degree and a master's in History, Politics, and International Relations, along with a Postgraduate Certificate in Education (PGCE). As an expert in coaching and change management, Mike is passionate about guiding organisations through transformative processes. His commitment to success drives him to help individuals unlock their potential and reach their goals.