

Process, Questions, Objections and Value **impellus**

AN IMPELLUS COMMERCIAL SKILLS COURSE

An analytical one-day course for professional Account Managers, Sales Executives and Managers, Project Leads and all those who can have a positive impact on the success of the customer's journey from point of contact to after-sales. It explores how to create and maintain strong working relationships and truly understand what your customer wants, allowing you to deliver tailored services to them.

For all dates and venues, see [here](#) or call **0800 619 1230**

This course can be taken individually or as the core module for an Impellus Certificate of Learning in Commercial Skills at Level 3.

9:30 – 10:00	Welcome, overview and introduction to the programme	
10:00 – 11:15	<ul style="list-style-type: none">Understanding the customer journey and what affects your success	<ul style="list-style-type: none">Establishing individual and organisational roles and inputs (intended or otherwise)
<i>Your customer's journey from initial enquiry to aftersales</i>	<i>The first session of the day will allow delegates to consider the way in which customers are attracted to, interact with, and stay with your organisation. It analyses the full customer experience and how individual and team roles contribute towards the way customers actually value using you. It asks delegates to start considering how they can take responsibility for improvements to performance at any level.</i>	
11:15 – 11:30	Break	
11:30 – 13:00	<ul style="list-style-type: none">The value model and understanding how to treat customers and hone your work accordinglyUnderstanding influence and the skills we have to build rapport, trust, and loyalty	<ul style="list-style-type: none">Dissecting the way in which humans communicate and how we process communication
<i>Strong relationships equal improved results</i>	<i>This part of the day focuses on the concept of value and inter-human qualities that determine the success of anybody who deals with customers. It uncovers highly effective ways to establish the trust and rapport which allows people to deal with you with assurance.</i>	
13:00 – 14:00	Lunch	
14:00 – 15:15	<ul style="list-style-type: none">Using powerful questions to get better answers to deeply understand people and their decision-making	<ul style="list-style-type: none">Objections can occur at any stage of a customer relationship. Dealing with them changes results
<i>Removing barriers through communication</i>	<i>Building on the communication skills uncovered, this session looks directly at the effectiveness of targeted questions, strategies for overcoming objections, and how we can build skills and techniques to deal with them and make our customer relationship model more successful. This session allows delegates to see how their interactions and the words and methods they choose can significantly change outcomes</i>	
15:15 – 15:30	Break	
15:30 – 16:30	<ul style="list-style-type: none">Reconsidering the customer journeyReconsidering the value model, the roles we're playing and the effects they have	<ul style="list-style-type: none">Bringing it all together and action planning
<i>Improving your process for greater success</i>	<i>The final session consolidates the findings from the day for each delegate and considers how some organisations have been able to work on independent parts of their customer proposition and journey to great effect, significantly improving financial results and customer value. Delegates leave with personal plans in line with their organisational direction.</i>	

All Impellus courses are designed to be enjoyable and highly informative. Delegates are given a welcoming and comfortable environment in which to reflect, challenge and learn. The focus is on being able to bring new skills and thinking back into the workplace.