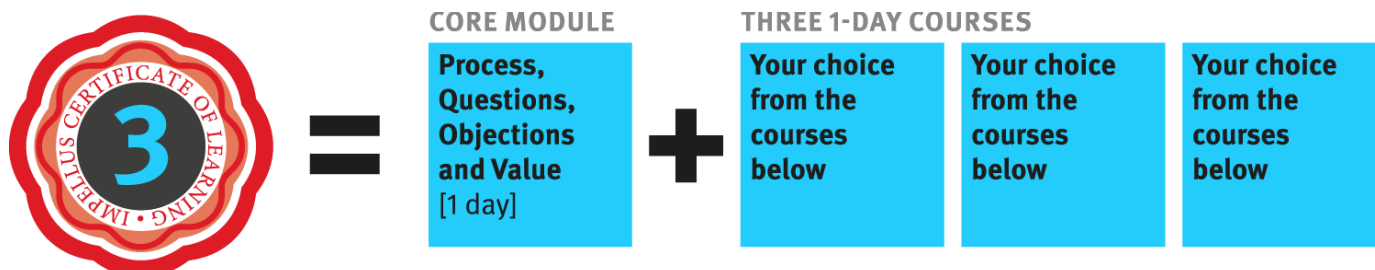


# Process, Questions, Objections and Value **impellus**

AN IMPELLUS COMMERCIAL SKILLS COURSE

An analytical one-day course for Professional Account Managers, Sales Executives and Managers, Project Leads and all those involved in the customer relationship process who can have an impact on the success and value of a customer.

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



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

**Optional choices:** Effective Communication Skills, Finance for No-Financial Professionals, Introduction to Project Management, Negotiation Skills and Techniques, Presentation Skills and Techniques

## ONLINE TRAINING SCHEDULE

<b>9:30 – 9:45</b>	Welcome, overview and introduction to the programme	
<b>9:45 – 11:15</b>	<ul style="list-style-type: none"><li>Understanding the customer journey and what affects your success</li><li>Establishing individual and organisational roles and inputs (intended or otherwise)</li><li>The value model and understanding how to treat customers and hone your work accordingly</li></ul> <p><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></p>	
<b>11:15 – 11:30</b>	Break	
<b>11:30 – 13:00</b>	<ul style="list-style-type: none"><li>Understanding influence and the skills we have to build rapport, trust and loyalty</li><li>Dissecting the way in which humans communicate and how we process communication</li></ul> <p><i>This part of the day focuses on the 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></p>	
<b>13:00 – 14:00</b>	Lunch	
<b>14:00 – 15:15</b>	<ul style="list-style-type: none"><li>The psychology of questions and how to deeply understand people and their decision making</li><li>Objections can occur at any stage of a customer relationship. Dealing with them changes results</li></ul> <p><i>Building on the communication skills uncovered, this session looks directly at the psychology of questions and objections, and how we can build skills, techniques and even strategies 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></p>	
<b>15:15 – 15:30</b>	Break	
<b>15:30 – 16:30</b>	<ul style="list-style-type: none"><li>Reconsidering the customer journey</li><li>Reconsidering the value model and the roles we're playing and the effects they have</li><li>Bringing it all together and action planning</li></ul> <p><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></p>	

## IN-PERSON TRAINING SCHEDULE

<b>9:00 – 9:30</b>	Delegate registration, refreshments, networking opportunity	
<b>9:30 – 9:50</b>	Welcome, overview and introduction to the programme	
<b>9:50 – 11:15</b>	<ul style="list-style-type: none"><li>• Understanding the customer journey and what affects your success</li><li>• Establishing individual and organisational roles and inputs (intended or otherwise)</li><li>• The value model and understanding how to treat customers and hone your work accordingly</li></ul> <p><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></p>	
<b>11:15 – 11:30</b>	Break and networking opportunity	
<b>11:30 – 13:00</b>	<ul style="list-style-type: none"><li>• Understanding influence and the skills we have to build rapport, trust and loyalty</li><li>• Dissecting the way in which humans communicate and how we process communication</li></ul> <p><i>This part of the day focuses on the 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></p>	
<b>13:00 – 14:00</b>	Lunch	
<b>14:00 – 15:15</b>	<ul style="list-style-type: none"><li>• The psychology of questions and how to deeply understand people and their decision making</li><li>• Objections can occur at any stage of a customer relationship. Dealing with them changes results</li></ul> <p><i>Building on the communication skills uncovered, this session looks directly at the psychology of questions and objections, and how we can build skills, techniques and even strategies 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></p>	
<b>15:15 – 15:30</b>	Break and networking opportunity	
<b>15:30 – 16:30</b>	<ul style="list-style-type: none"><li>• Reconsidering the customer journey</li><li>• Reconsidering the value model and the roles we're playing and the effects they have</li><li>• Bringing it all together and action planning</li></ul> <p><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></p>	

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.