



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 08 February 2026 To 12 February 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Welcome to the "Customer-Centric Sales Approach" course. This comprehensive 5-day program is designed to equip sales professionals with the skills and knowledge required to prioritize customer needs and build lasting relationships. By understanding and implementing a customer-centric approach, participants will not only enhance their sales performance but also drive long-term success for their organizations.

- Understand the principles of a customer-centric sales approach.
- Identify customer needs and develop tailored sales strategies.
- Improve communication and negotiation skills to foster customer trust.
- Enhance customer relationship management for sustained engagement.
- Evaluate and adapt sales processes to be more customer-focused.

Course Outlines

Day 1: Introduction to Customer-Centric Sales

- Defining customer-centric sales and its importance
- Identifying the key components of a customer-focused approach
- Analyzing traditional vs. customer-centric sales models
- Case studies of successful customer-centric organizations
- Setting expectations for the course and objectives overview

Day 2: Understanding Customer Needs

- Techniques for identifying and understanding customer needs
- Developing empathy and active listening skills
- Using market research and customer feedback effectively
- Creating customer personas and journey maps
- Aligning sales strategies with customer expectations

Day 3: Enhancing Communication and Negotiation Skills

- Building rapport and trust with customers
- Effective storytelling in sales
- Negotiation techniques with a customer-first mindset
- Leveraging digital communication channels for sales
- Handling objections and turning them into opportunities

Day 4: Building and Sustaining Customer Relationships

- Developing long-term customer engagement strategies
- Utilizing CRM systems for relationship management
- Creating value through personalized interactions
- Implementing customer feedback into sales processes
- Loyalty programs and up-selling without compromising trust

Day 5: Adapting and Evolving the Sales Process

- Analyzing effectiveness of customer-centric strategies
- Adapting sales processes to changing customer needs
- Continuous improvement and staying ahead of competition
- Benchmarking and measuring success metrics
- Developing a personal action plan for post-course implementation