



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 Chulan Hotel

Course Fees: 6,000 USD

Introduction

This 5-day professional course on "Field Sales and Relationship Building" is designed to equip participants with effective sales strategies, communication techniques, and professional skills essential for building enduring client relationships. Through interactive sessions, role-play, and real-world scenarios, attendees will develop a comprehensive understanding of the sales cycle, client engagement, and the nuances of relationship management that drive business success.

Objectives

- Understand the fundamentals of field sales and its importance in the business landscape.
- Gain insights into building and maintaining lasting client relationships.
- Develop skills to enhance communication and negotiation techniques.
- Learn strategies to identify and approach prospective clients effectively.
- Master the art of closing deals and ensuring customer satisfaction.

Course Outlines

Day 1: Introduction to Field Sales

- Overview of field sales and its role in business growth.
- The sales cycle: From prospecting to closing.
- Setting sales goals and metrics for success.
- Identifying target markets and customer segments.
- Understanding the challenges and opportunities in field sales.

Day 2: Communication and Interpersonal Skills

- Effective communication techniques for sales professionals.
- Building rapport and trust with clients.
- Active listening and its importance in sales.
- Overcoming objections with empathy and understanding.
- Presenting solutions that align with client needs.

Day 3: Relationship Building Strategies

- The importance of relationship building in sales.
- Leveraging CRM tools for managing client relationships.
- Nurturing existing client relationships for long-term success.
- Handling conflicts and maintaining professional relationships.
- Developing a personal brand and professional network.

Day 4: Prospecting and Lead Generation

- Techniques for identifying and qualifying leads.
- Creating impactful first impressions.
- Utilizing social media and digital platforms for prospecting.
- Networking strategies for expanding client base.
- Following up: Converting leads into opportunities.

Day 5: Closing and Ensuring Customer Satisfaction

- Strategies for effective closing of sales deals.
- Negotiation techniques to achieve win-win outcomes.
- Ensuring customer satisfaction and measuring success.
- Gathering feedback and implementing improvements.
- Planning for post-sale relationship management.