



e-learning

Building relationships in sales

When building relationships in sales, it is not so much numbers, data and facts that count, but rather personality and likeability. One of the most important methods to achieve this is small talk. Participants learn how to use small talk to build relationships effectively. In addition, this course shows how to use body language to respond specifically to body language signals from the other person.

Group of participants:

For all employees in field sales, inside sales and key account management

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Building relationships with other people in a targeted way
- ✓ Using small talk to establish good contact with others
- ✓ Recognizing non-verbal and verbal signals of approval and rejection
- ✓ Controlling your own body language
- ✓ Being responsive to other people

Contents

Starting the conversation

Why small talk is important

Finding good topics

Understanding without words

Replying without words

Tips and tricks



Information on the web

www.haufe-akademie.de/el



Let us advise you

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