

# AAIM Course Description



## Relationship Building

As a Sales Team member, one of the greatest challenges is to create some rapport with clients so that you can not only provide appropriate services but understand what they value most. This course provides valuable insights that will help you consider various Customer Types, tailor your message appropriately, and build rapport with all members of the sales process.

### At the end of this course you will be able to:

- Identify the differences between the four Customer Types
- Tailor your communication to fit either an individual or group with Customer Types in mind
- Understand practical ways to communicate with Gatekeepers, Influencers, Decision Makers

### Topics that will be covered:

- Buying Characteristics
- Customer Types

**Prerequisites:** Anyone within the sales field.

**Advanced Preparation:** There is no advanced preparation for this course.

**Competencies:** Sales

**Delivery Method:** Group-Live | **Course Level:** Overview | **Duration:** 2hrs

**Continuing Education/Recertification Credits:** CPE Credits, HRCI Recertification Credits and SHRM Professional Development Credits may be available for this course.