



Winning with Relationship Selling

Informed, skeptical buyers make selling tougher than ever. This sales programme helps teams cut through the noise with trust, emotional intelligence, and consultative skills that drive lasting growth.

We help with the sales challenges your team face everyday

Build highly trusted, credible teams:

We show your salesforce how to earn credibility with informed, skeptical buyers and uncover deeper customer needs.

Clarify the Customer Value Proposition:

We will ensure your team can articulate a compelling CVP that differentiates your offering and resonates with buy

Drive value-based selling:

We reduce price pressure by coaching your team to sell on value, not discount.

Accelerate complex deals:

We show salespeople how to implement processes that give them control and shorten long sales cycles.

Increase pipeline quality:

We enable creative prospecting and smart use of AI tools to generate better leads.

Overcome objections consistently:

We arm your team with techniques to handle resistance and keep deals moving.

Maximise digital impact:

We teach your team to leverage social media and automation to boost reach and efficiency.

Sustain high performance:

Your people will learn to build habits and frameworks that create predictable, reliable sales results across the team.





Expert Trainer Team and Coaches

This programme is delivered by successful sales leaders who still sell on a daily basis, and know how to train others to do the same.

Programme Format

Delivered over 3 full day weekly classes, to allow for practice, implementation and feedback.

Who Should Attend

Anyone who works in sales - experienced sales people will benefit as much as those new to the role - because sales challenges are constantly evolving.

What Do Our Clients Say

“..the added value to every order we get from our commercial teams across Europe has gone up by around 15-20%.”

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