



Customer-Focused Selling and Decision Support Practice Training Course

14 – 18 February 2027
Cape town

Customer-Focused Selling and Decision Support Practice Training Course

Ref: 699_153412 **Date:** 14 – 18 February 2027 **Location:** Cape town **Fees:** 4500 Euro

Overview

Customer-Focused Selling and Decision Support Practice Training Course is a five-day foundation course for sales representatives, account executives, relationship managers, and sales team leaders who leave with a Customer Decision Support Plan. Participants connect customer context, needs, buying criteria, value relevance, solution fit, ethical recommendations, and follow-up without relying on feature-led pitches. Agile Leaders Training Center links customer-focused selling with evidence-based decision support.

Who Should Attend

- Sales teams responsible for customer discovery and recommendations
- Account teams responsible for matching offers to customer priorities
- Relationship teams responsible for trust and follow-up
- Sales leaders responsible for reviewing recommendation quality
- Commercial support teams responsible for customer value evidence

The course assumes participants already hold sales conversations and leaves out generic selling skills, negotiation tactics, objection handling, closing techniques, key account planning, and customer-experience strategy.

Departments and Industries

The course supports departments and industries where customers compare needs, value, fit, and evidence before buying.

- Sales, business development, account management, and partnerships
- Banking, insurance, technology, and telecommunications
- Professional services, training, facilities, and logistics
- Healthcare services, education services, and hospitality
- Manufacturing, distribution, retail, and business services

Learning Objectives

By the end of this course, participants will be able to:



- Analyze customer context, goals, constraints, and desired outcomes
- Build a needs and buying-criteria map
- Apply value relevance to a customer conversation
- Evaluate solution fit and no-fit conditions
- Use an ethical recommendation and evidence check
- Prioritize decision support and follow-up actions

Course Agenda

Day 1: Customer Context and Buying Perspective

- Customer Context Brief
- Current-State Situation Map
- Desired Outcome Definition Card
- Customer Stakeholder Perspective Grid
- Sales Assumption Validation Checklist

Day 2: Needs and Buying Criteria

- Customer Need Statement Ladder
- Need Priority Decision Matrix
- Buying Criteria Register
- Decision Constraint Map
- Need-to-Criteria Traceability Table

Day 3: Value Relevance and Solution Fit

- Capability-to-Outcome Bridge
- Customer Value Relevance Canvas
- Value Evidence Fit Table
- Solution Fit Check
- No-Fit Boundary Rule

Day 4: Ethical Recommendation and Follow-Up

- Ethical Recommendation Test
- Customer Option Comparison Matrix
- Recommendation Assumption Confirmation
- Customer Decision Support Summary
- Post-Decision Follow-Up Plan



Day 5: Customer-Focused Selling Practice

- Exercise: Build a Customer Context Brief
- Exercise: Map Needs to Buying Criteria
- Exercise: Test Value Relevance and Fit
- Exercise: Present an Ethical Recommendation
- Capstone: Customer Decision Support Plan

Practical Exercises

The course uses technology, professional-services, banking, and logistics scenarios to connect customer evidence with recommendation decisions.

- Suggested activity: separate a customer's stated request from the underlying need and desired outcome.
- Suggested activity: trace each buying criterion to relevant value evidence and unresolved assumptions.
- Suggested activity: compare fit, partial fit, and no-fit conditions before recommending an option.
- Suggested activity: prepare a decision-support summary with evidence, limitations, next steps, and follow-up.

FAQs

Who suits customer-focused selling training, and what does it assume?

Sales, account, relationship, business-development, and commercial-support teams suit the training; it assumes participants already take part in customer sales conversations.

How does customer-focused selling training differ from generic sales-skills training?

Customer-focused selling training organizes needs, buying criteria, value relevance, fit, ethical recommendation, and decision support, while generic sales-skills training covers a wider range of prospecting, presenting, objections, negotiation, and closing.

What makes a selling conversation customer-focused?

A selling conversation becomes customer-focused when the seller tests the customer's context, priorities, constraints, criteria, and desired outcomes before discussing a recommendation.

How does a solution fit check support ethical selling?

A solution fit check supports ethical selling by comparing customer criteria with relevant capabilities, evidence, limitations, and no-fit conditions before a recommendation is made.



Why provide customer decision support after a recommendation?

Customer decision support helps buyers compare options, verify assumptions, identify unresolved questions, and agree a useful next step without pressure or unsupported promises.

Conclusion

Participants leave with a Customer Decision Support Plan containing customer context, needs, buying criteria, value evidence, solution-fit findings, recommendation logic, limitations, and follow-up actions. The plan shifts selling attention from product features to customer decision quality. It gives sellers a traceable basis for relevant and ethical recommendations.