



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 10 May 2026 To 14 May 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

The "Ethical Sales and Customer Trust" course is designed to equip sales professionals with the knowledge and skills they need to build trustful and ethical relationships with customers. This 5-day course will delve into the principles and practices that foster long-term customer loyalty and satisfaction while adhering to ethical standards.

Objectives

- Understand the core principles of ethical selling.
- Identify and overcome common ethical dilemmas in sales.
- Develop strategies for building and maintaining customer trust.
- Enhance communication skills with an ethical perspective.
- Learn to evaluate and implement ethical sales practices.

Course Outlines

Day 1: Foundations of Ethical Sales

- Introduction to Ethical Sales Practices
- Importance of Ethics in Sales
- Key Differences Between Ethical and Unethical Sales Techniques
- The Role of Personal Values in Ethical Decision Making
- Overview of Relevant Sales Regulations and Compliance

Day 2: Building Trust with Customers

- Understanding Customer Expectations
- Communicating with Transparency and Honesty
- Establishing Credibility and Reliability
- Maintaining Consistent and Ethical Communication
- Creating a Customer-Centric Sales Approach

Day 3: Managing Ethical Dilemmas

- Identifying Common Ethical Dilemmas in Sales
- Strategies for Ethical Decision Making
- Case Studies: Analyzing Ethical Scenarios
- Building Personal Integrity and Ethical Resilience
- Role Play: Practicing Ethical Responses and Solutions

Day 4: Enhancing Ethical Communication Skills

- The Importance of Active Listening and Empathy
- Respectful Persuasion Techniques
- Balancing Assertiveness with Ethics
- Giving and Receiving Ethical Feedback
- Developing a Personal Style of Ethical Communication

Day 5: Implementing and Evaluating Ethical Practices

- Developing an Ethical Sales Framework
- Implementing Best Practices in Real-life Scenarios
- Assessing the Impact of Ethical Sales Strategies
- Continuously Improving Sales Ethics
- Creating an Action Plan for Continued Ethical Development