



Increasing Sales & Selling Efficiency

This exciting dynamic course brings together those elements of the selling process that when practiced professionally deliver outstanding results. The programme teaches the fundamental objectives of selling along with powerful techniques, style and process.

Topics

- How to succeed at Getting In
- Objection Handling
- How to understand customers, or in other words carrying out a needs analysis
- Making CRM work
- Introduction to Key Account Management
- Seven secrets of successful selling
- Powerful Prospecting Techniques
- Gaining long term customers

Learning Aims

- Understand the fundamental elements involved in the selling process
- Acquire professional techniques for making appointments
- Learn consultative approaches to understanding customer needs
- Improve selling success rates through the use of market intelligence
- Understand how to maintain long term profitable customer relationships
- Learn exciting techniques to improve selling success
- Manage a sales pipeline
- Learn how to create selling opportunities
- Learn how to use trusted advisor techniques to build customer relationships

Who will benefit from the course?

- Anyone wishing to learn how to increase sales and improve the efficiency of the selling process

Course Dates

13th September 2011
28th September 2011

Course cost: £50 + VAT inclusive of refreshments and buffet lunch