



Sales for Non Sales People

Selling is a vital process in business and for non sales people can be something of a mystery. This is the perfect course for those who want to gain a real insight into the world of professional selling.

Topics

- The 'S' word
- Who Sells and What is Selling?
- Is Selling Important in Business?
- What Happens When Sales Levels Fall?
- The Sales Pipeline
- What Motivates Sales People?
- How to Get the Best out of Sales People
- The Psychology of Selling
- Managing Sales People

Learning Aims

- Understand the selling process and fundamental selling skills
- Recognise the key pre-requisites for a successful sale
- Understand the importance of the selling function within business
- Understand the traits of professional sales people
- Understand the challenges for sales people
- Understand the skill of sales forecasting
- Understand the psychology of selling

Who will benefit from the course?

- Non sales people who want to gain a broad understanding of the selling process

Course Dates

11th October 2011
27th October 2011

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