



PROGRAMME TITLE: **SELLING & SALES**

AIM: To ensure that participants understand the essential element of the sales process through a hands-on interactive one-day programme.

OBJECTIVES: On completion of this workshop, participants will:

- Understand the Sales Process
- Have an increased awareness of practical selling skills and techniques
- Leave with the ability to create new prospects, overcome objections, present and close the sale.

COURSE CONTENT includes:

- Introduction & Terminology of Selling in business
- Theory & Psychology of Selling
- The Sales Process
- Sales Planning – Developing a Sales Pitch
- Implementing Sales Techniques.

WORKSHOP 1: Tuesday 16th April **Time:** 10am to 4pm

WORKSHOP 2: Tuesday 28th May **Time:** 10am to 4pm

WORKSHOP 3: Tuesday 1st October **Time:** 10am to 4pm

Venue: To be confirmed

Cost: FREE OF CHARGE

Trainer: **Varied***

Bookings: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

***Course content may vary – please check website for further details**

