PROGRAMME TITLE: **SELLING & SALES**

AIM: To provide participants with an understanding of the sales process and knowledge of the communication skills, attitudes and behaviours needed at each stage of the process.

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:

- The 5 Key Sales Factors
- What makes people buy?
- Persuasive Presentations
- Introducing yourself to prospective customers
- Developing a Sales Sequence
- How to overcome timidity & fear
- Features Vs. Benefits
- Telephone techniques
- Presenting Your Products & Services
- Speaking skills
- Cost, price and other reasons not to buy
- Closing sales

WORKSHOP 1: Wednesday 22nd April **Time:** 10am to 4pm

WORKSHOP 2: Tuesday 29th September **Time:** 10am to 4pm

Venue: To be confirmed

Cost: FREE OF CHARGE

Trainer: Terry Harmer, NLC Training

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

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