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: Monday 19th April **Time:** 10am to 3pm

WORKSHOP 2: Thursday 16th September **Time:** 10am to 4pm

Venue: Online Delivery via Zoom Video Conferencing

Cost: FREE OF CHARGE

Trainer: Terry Harmer, NLC Training

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

Ireland's European Structural and Investment Funds Programmes 2014-2020
Co-funded by the Irish Government and the European Union
EUROPEAN UNION
Investing in your future
European Social Fund
Rialtas na hÉireann
Government of Ireland
LCDC
Coiste um Fhorbairt Pobail Áitiúil Luimnigh
Limerick Local Community Development Committee

The Social Inclusion and Community Activation Programme (SICAP) 2018-2022 is funded by the Irish Government through the Department of Rural and Community Development and co-funded by the European Social Fund under the Programme for Employability, Inclusion and Learning (PEIL) 2014-2020