



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:

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

WORKSHOP 1: Thursday 20th April **Time:** 10am to 4pm **Venue:** Maldron Hotel, Roxboro

WORKSHOP 2: 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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