

DEVELOPING SALES SKILLS

SELL YOUR WAY TO SUCCESS

Business Solutions @ Northbrook

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A successful sales team can make or break your business. Our 'Developing Sales Skills' workshop will provide you with the opportunity to learn the essential skills and techniques required to achieve and maintain successful performance in a sales role.

Who is this course for?

This workshop is perfect for new sales advisers, current sales advisers with no formal training, experienced sales advisers needing a refresher and managers involved in coaching sales advisers. The training is ideally suited for those operating in face to face sales, but can be adapted for tele-sales staff.

Do I need any experience?

No. Our trainers have designed the workshop to give you all the information and training you need to develop your skills.

What if I can't fit it in?

The Business Solutions @ Northbrook team understand how hectic life can be sometimes; its for this reason that we're happy to customise this workshop for individual employers and ensure flexible delivery, either on your premises or at Northbrook College (A company costing will be provided once your training needs are finalised).

What do I gain on completion?

Upon completion of this half day workshop you will receive a Northbrook College Certificate of Attendance, easy to follow handouts, and enough knowledge to proceed and progress onto other workshops and IT courses. Oh, and don't worry - there are no examinations or assessments on this course!

What will I learn on this course?

This workshop will cover:

- > How to prepare for success
- > The importance of the 'introduction' and first impressions
- > Effective questioning techniques to establish customer needs
- > How body language, tone, and words effect successful communication
- > How to gain commitments from your customer
- > How to sell benefits, not features
- > Handling objections and closing techniques
- > Strategies for consolidating the sale and building ongoing relationships



What are the specific details?

> Duration

Half day (4 hours)

> Dates Available

For the latest workshop dates please check out our website or call our Customer Services team who will be happy to help.

> Venue

Will be confirmed upon booking (if advance notice is required, please call our Customer Services team)

> Cost

£125 per person, per workshop*
* Group rates may apply

For further information, enrolment, or to arrange a free visit from one of our Business Training Advisers to discuss eligibility and options open to you and your staff, please contact the Business Solutions @ Northbrook team via one of the methods at the top right of this page.