

Lift Off – Introduction to Sales



Who is it for?

“Lift off” is a bespoke workshop for anyone wishing to increase their productivity, order value or closes.

This workshop explores how people buy and processes of how to sell with a targeted approach using consultative selling techniques. This workshop is a must for anyone in business.

What is it about?

During this full day workshop we will introduce them to the structure of the sales meeting. They will create their own introduction, they will identify the information they need to obtain from a needs analysis with a client and learn questioning techniques and how and when to use them. We will help them to realise their features and benefits, as well as unique selling points, which they can then use to create their own presentation. We will then help them to build packages to pitch to clients and look at added value. As well as sharing some objection handling and closing techniques

What will I get out of it?

- A complete understanding of the sales cycle
- How to sell to need
- How to be consultative in your face to face selling techniques

Our feedback

“Since taking this course, I have increased my sales and more than doubled the value of my orders”

Mark Brassington, Go For Web

Key learning outcomes

Classroom Coaching will ensure the delegates will leave with:

- An interest arouser
- Need find document
- A tailored presentation
- A recommendation format
- Assumptive negotiation and closing techniques

A workbook and toolkit is included to ensure the learning continues in the workplace. ILM accredited workshop

Follow on courses

- Calls that count – telephone appointment making techniques
- Show what you know – one to one coaching

Workshop duration – 7 hours

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Call now to speak to a coach to discuss your requirements and course availability.