



WATA Knows... and you can too!

Leadership and Management Courses

Sales – the key skills

This essential one-day course gives you the skills to improve the profitability of your organisation. You will learn to enhance your communication skills, build relationships, influence, present to clients, handle objections and close the deal.

On this course you will learn to:

- ✓ Maximise your natural selling style
- ✓ Employ a tried and tested sales structure
- ✓ Build rapport with those you meet
- ✓ Structure a sales presentation
- ✓ Present company products confidently
- ✓ Sell benefits as well as features
- ✓ Understand the decision making process
- ✓ Handle customer objections successfully
- ✓ Negotiate win-win solutions with your clients
- ✓ Quickly identify those you are likely to do business with, from those you aren't
- ✓ Set a clear plan and objective for your meeting
- ✓ Manage your time effectively to achieve the highest return possible
- ✓ Explore ways of building a relationship with your customers that creates interest and keeps their attention

What does the course cover?

- ✓ Building rapport using physiology, voice and words
- ✓ 4-mat presentation model
- ✓ Communication skills
- ✓ 5-step sales and decision making process
- ✓ Maximising your features, benefits and Unique Selling Points
- ✓ Cross selling
- ✓ Closing the deal
- ✓ Action planning and skills practice in confidential and supportive environment

This course is suitable for Sales Executives, Account Managers, Sales Managers, Relationship Managers, Customer Service Representatives and anyone who needs to engage with customers face-to-face.

Course Dates

2012: 24 Jan; 18 Jun

**Course fee: £225 + VAT per delegate
Plus ILM fees if required.**

Delegates will be provided with course handouts, lunch and refreshments.

Duration: 1 day

(9:15 am to 4:30 pm approximately - please arrive 15 minutes before the course is due to commence)

All courses are adapted to suit your needs and accreditation with ILM (Institute of Leadership & Management) is optional