

Sales Management

Selling for Success

Professional Learning
at  East Kent College

Innovation House, Discovery Park, Sandwich, Kent, CT13 9FF



Introduction

This programme is designed to help delegates who want to promote their business, develop business relationships, maximise sales opportunities and employ the latest sales techniques.

This is a 2 day course, delegates must be available to attend both days.

Next available course date is:

Day 1 – Friday 20th March 2015

Day 2 – Wednesday 1st April 2015

Course Content

- Exploring Sales Methods
- Understanding the Buying Process
- How to build Effective Sales Shortcuts
- What Role do you play with your Customers?
- The Customer Journey
- Understanding Client Motivation Drivers
- How to Accelerate Client Rapport
- Effective Communication
- How to Avoid Misunderstandings and Conflict
- Self-awareness in the Sales Process

Learning Outcomes

On completion of this course the delegate will be able to:

- Work towards successfully implementing the new skills and knowledge acquired on the course.
- Improved ability to build relationships and promote services.
- Improved strategic targeting of potential new customers.
- Increased awareness on techniques to increase sales and growth of your customer base.
- Increased awareness on techniques to increase your profit margin and improve customer retention.

Other professional courses available in:

- Leadership and Management
- Project Management
- Social Media Marketing
- Working as a Science Technician

**Introductory offer for new businesses
FREE should be £395 + VAT***

**Subject to availability and Terms and Conditions.*

For more information and to book please visit www.eastkent.ac.uk/professional-learning

Email: professional.learning@eastkent.ac.uk

Phone: 01843 605040 ext. 5668

