

## Getting to grips with ..... Personal selling skills



Achieve more sales in just one day. If you don't sell your product or service then you don't have a business. But what is that distinguishes a good sales person from a great sales person. And do you really have to have the gift of the gab to be able to sell. This workshop destroys that myth once and for all and shows how easy it is to develop communication skills that show not only how to win a sale but create a customer

**A workshop packed with solid facts and tried and tested methods rather than a collection of 'how to' sessions**

- How to push the buffer and reach the decision-maker
- New approaches to Prospecting
- Making a sales presentation either in person or on the phone
- Powerful selling tools and profitable applications
- Discover your customer's motivating key
- How to handle objections
- How to close a sale

**By the end of this course candidates will:**

1. Discover what makes a good salesperson a real winner
2. Why many sales people who may have been selling for a long time have yet to become sales people
3. Understand what attributes are needed to be a success at selling

**Presenter's statement:**

It is rare for anyone attending this workshop to leave without a dramatic change in attitude. We deal with the attitude towards you as a person, towards the buyer or Prospect, the Company, the Product or service as well as the sales presentation itself

**Previous attendee's comments:**

*'And I thought I knew all there is to know about selling'*

*'This workshop has changed my whole perspective on selling. I now know where I have been going wrong all these years.'*