



for more information call
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BACK **Successful Selling**

Making Sales Staff More Productive

Winning new business is the key to the success of every commercial organisation.

As Tom Watson, the founder of IBM, once said, “Nothing happens in this organisation until someone sells something”.

Benefits

This course will be useful for anyone involved in business to business sales. Participants will:

- Gain an understanding of what motivates people to buy
- Learn a proven approach to identifying and qualifying profitable business opportunities
- Acquire a practical set of techniques to negotiate and close business that is beneficial to both the buyer and the seller

Content

This course will concentrate on converting sales opportunities into profitable business. The full sales cycle will be explored from building rapport to closing the deal.

The focus will be on qualifying prospective buyers to understand the requirement and to ensure that selling time is productive.

There will be a session to discuss and practice negotiating a position that is “win win” for the buyer and the seller.

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