

Professional Selling Skills

Sales are essential for the success of any business, whether that business employs one person or several thousand people.

This course gives participants the sales techniques and tools that are used by some of the world's most successful sales people and includes the 'eight key steps' to a successful outcome. All the course material used is practical and effective as it has been developed and tested in today's business environment.

course details

Course Duration

One Day

Course Cost

£125 per delegate

Course Location

St. Mellons, Cardiff

Participant Profile

This course is aimed at:

- Sales Managers and Sales People
- Directors/Managers of SME's who sell their products/services

Key Topics

Participants will cover:

- The key ingredients to a successful sales person
- Reaching the right person and making appointments
- The art of questioning and listening
- Handling objections and negotiating
- Offering your product/service as a benefit to the customer
- Closing the sale and achieving the business

Course Benefits

On completion of this open course, participants will understand:

- How to structure sales meetings
- Techniques for closing the sale
- How to competently sell the benefits and handle objections
- How to achieve better results in terms of sales, conversions and appointments

client testimonial



The day was very full and consisted of interesting course content and an excellent trainer. I enjoyed myself and learned a lot.

Gwen Fryer, **Tailored Solutions Recruitment**

You may also be interested in...

Effective Telephone Techniques

Designed to look at the skills required to deliver exceptional customer service over the telephone, improving the telephone techniques of the organisation's client facing individuals.

Selling by Telephone

A highly interactive course with discussion and practical activities. Using 'Phone Coach' equipment, there will be practical phoning sessions to give participants confidence and develop expertise.