

professional selling & negotiation

description	A two-day workshop full of advanced sales and negotiation techniques.
who should attend	<ul style="list-style-type: none">• All people involved in the direct sales process.• People needing to improve their sales rates.• Those who have to negotiate terms and conditions.
features	<p>Sales Skills</p> <ul style="list-style-type: none">• fundamental selling skills• the main sales psychologies, how and when to use them• selling higher quality• opening and closing presentations• presenting to groups• avoiding, pre-handling and overcoming objections• beating the competition• handling complaints• building a positive attitude. <p>Special Feature - QUAPMAC</p> <p>One of the most powerful and effective sales and negotiation tools ever introduced to the UK. Easy to use and teach, it combines logic and emotion in perfect balance. A dynamic sales sequence that eliminates the competition. The company whose sales force uses QUAPMAC has an automatic edge on its competitors.</p> <p>Negotiation Skills</p> <ul style="list-style-type: none">• three fundamentals of being a good negotiator• the five basic rules of negotiation• getting the other party's buying list• understanding aspiration levels• preparing negotiation variables• what to do and not do during a negotiation process• negotiation tactics and how to resist them.
format	Tutorial presentation of ideas, concepts and techniques with full delegate participation. Uses a combination of group discussion, practical business scenario role-plays and technique analysis, to identify how best practice can be applied to improve business results.
benefits	<ul style="list-style-type: none">• More sales closed.• Many practical workable sales ideas to adopt.• Improved sales and negotiating confidence.• Optimum results achieved each day.• Increased business results.

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For more details of our consultancy and training support

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or fax us on 0560 3414 068

visit our web site at www.catllp.com

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