

sales masterclass

description	A three-day workshop full of advanced sales and negotiation techniques.
who should attend	<ul style="list-style-type: none">• Sales managers/senior sales staff.• Those who already have a thorough grounding in sales.
features	<p>Outline Content</p> <ul style="list-style-type: none">• beat the competition• control the sale and determine the pace• change prospect's doubt into belief• maximise the use of time• the main sales psychologies, how and when to use them• close through motivation, not manipulation• lower buyer aspiration levels• build long term clients instead of 'one-off' sales• develop financial justification to buy• obtain best terms for business - not just a sale• establish negotiating variables• match selling style to personalities• identify and develop 30 key master sales characteristics• current buying tactics and how to counteract them.
format	<p>Tutorial presentation of ideas, concepts and techniques with full delegate participation. Using a combination of:</p> <ul style="list-style-type: none">• group discussion• business scenario role-play• syndicate exercises• practical case studies• technique analysis with extensive use of CCTV to review individual performance.
benefits	<ul style="list-style-type: none">• Exploit business opportunities with supreme confidence.• Increase the power of persuasion.• Improve negotiation skills.• Develop "killer instinct".• Increase business results.

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For more details of our consultancy and training support

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