

# professional salesmanship

description	A two-day workshop full of advanced sales techniques. Includes one of the most powerful and effective sales and negotiation tools ever introduced to the UK.
who should attend	<ul style="list-style-type: none"><li>• All people involved in the direct sales process.</li><li>• People needing to improve their sales rates.</li></ul>
features	<p><b>Outline Content</b></p> <ul style="list-style-type: none"><li>• finding new business</li><li>• making appointments by telephone</li><li>• the cold call</li><li>• fundamental selling and negotiation skills</li><li>• the main sales psychologies, how and when to use them</li><li>• qualifying prospects</li><li>• selling higher quality</li><li>• time management</li><li>• opening and closing presentations</li><li>• presenting to groups</li><li>• avoiding, pre-handling and overcoming objections</li><li>• beating the competition</li><li>• body language – how to read it and how to use it</li><li>• handling complaints</li><li>• effective letter writing and writing quotations</li><li>• building a positive attitude.</li></ul> <p><b>Special Feature - QUAPMAC</b></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>
format	Tutorial presentation of ideas, concepts and techniques with full delegate participation. Using a combination of practical exercises, group work, business scenario role-play and case studies to identify how recognised best practice can be applied to improve business results.
benefits	<ul style="list-style-type: none"><li>• Improved sales confidence and more sales closed.</li><li>• Many practical workable sales ideas.</li><li>• Optimum results achieved each day.</li><li>• Increased business results.</li></ul>

professional salesmanship

## For more details of our consultancy and training support

call us direct on 01235 770791

or fax us on 01235 766701

visit our web site at [www.a-t.co.uk](http://www.a-t.co.uk)

Email us at [training@a-t.co.uk](mailto:training@a-t.co.uk)