

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">• All people involved in the direct sales process.• People needing to improve their sales rates.
features	<p>Outline Content</p> <ul style="list-style-type: none">• finding new business• making appointments by telephone• the cold call• fundamental selling and negotiation skills• the main sales psychologies, how and when to use them• qualifying prospects• selling higher quality• time management• opening and closing presentations• presenting to groups• avoiding, pre-handling and overcoming objections• beating the competition• body language – how to read it and how to use it• handling complaints• effective letter writing and writing quotations• 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>
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">• Improved sales confidence and more sales closed.• Many practical workable sales ideas.• Optimum results achieved each day.• Increased business results.

For more details of our consultancy and training support

call us direct on 01788 572 200

or fax us on 0560 3414 068

visit our web site at www.catllp.com

Email us at enquiries@catllp.com

professional salesmanship