



NewGrange

TRAINING & SERVICES LTD

Better People, Better Business®



Essential Selling Skills (New to sales)

This two day course is designed for the sales person who may have no previous sales training, who has some basic sales experience or who would benefit from a skills refresher. The course follows a typical Selling Cycle, Prospecting, Approach, Introduction, Need Analysis/Fact Finding, Product Presentation, and Closing the Sale.

This course is highly participative, with group discussion, video excerpts, syndicate and practical exercises which are seen in the context of your own business. Delegate numbers are restricted to ten, to ensure participation and individual tutor attention.

Who should attend?

All personnel new to sales within your organisation who have little or no sales experience

Benefits to your organisation

Increased company profits. Understand customers buying motives and why questioning is important.

Course Location: On-Site at your premises

Course Duration: 2 Full Days, 9.30am - 4.30pm (dates to suit you)

No. of Delegates: 10 delegates max

Course Programme

Day 1

- Introduction
- Prospecting
- Approach
- Visit Introduction
- Fact Finding
- Each delegate receives a Case Study for role play interview on Day 2

Day 2

- The Presentation
- Closing the Sale
- Role Play Interviews - each delegate to undertake a 5 minute interview with a full critique at the end.

Delegates receive:

Course Notes
Essential Selling Skills Training Certificate
Course Materials

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A One Day 'Sales Skills Refresher' course is also available, contact us for details