

# Sales and Marketing

course outlines



**Improve** your sales  
and **marketing** performance  
**overnight** and increase  
**profits**

**These courses will help you if:**

- You'd like to learn to become a sales professional
- You are already in sales and would like to improve your performance
- You're paid according to your sales performance and would like to increase your earnings
- You value training skills and techniques that simply get results

## *Selling your products and services training*

	DAYS	MAR	APR	MAY	JUN	JUL	AUG
Successful telesales	2	10	04	01	06	03	01
Pitching for Business	1	11	07	09	09	07	08
Introduction to successful sales	2	14	14	16	16	14	15
Introduction to marketing	2	18	21	23	23	21	22
Consultative selling	2	19	08	30	02	04	04
Advanced selling	1	10	11	02	10	11	11
How to start selling, marketing and communicating	1	12	18	12	17	18	18
How to start a lead generation model – Sales Process	1	13	25	19	24	25	19
Sales skills for today's market	1	26	09	28	27	28	05
How to create interest in your product and services	1	27	18	07	30	29	06

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**AM:PM's guarantee - Sales and marketing skills that will increase profits when actioned or your money back.**

# Advanced selling skills

**Duration:** 1 day

## Overview

In the 21st century, the customer is increasingly more sophisticated. Not only do they have greater choice, but they also have greater experience. As such, sales people are constantly challenged to find new and innovative ways to meet client expectations. The building of partnering relationships is fundamental to future revenue.

## Learning objectives

- Identify current sales skills, both strengths and development opportunities
- Create a personal toolkit that can be used in a number of sales situations
- Identify what to include in an effective sales meeting
- Make use of advanced questioning skills
- Handle objections when they occur
- Successfully deal with different customer personality styles
- Identify what contributes to effective negotiation and influencing.

## Who is it for?

Experienced sales professionals who wish to enhance and develop client relationships in order to build consistent revenue streams.

## Course content

- How sales is perceived by customers and how to use this advantageously
- Creating a new, positive mental attitude
- The law of cause and effect in sales
- SWOT analysis and ability to grow skills
- Rapport building and its selling power
- Customer personality styles and what to do when you meet them
- The "push pull" model for influencing and persuading
- Listening skills at a deeper level
- The SENS selling model
- Objection handling and how to turn them around with confidence
- The fundamentals of better negotiation through currency transaction
- Closing the sale at the right time, in the right way, for the right results
- Action points for ongoing positive change.

## AM:PM Services Booking Form

Please complete this form and mail or FAX to:  
 AM:PM IT Services, Tower Point , 44 North Road, Brighton BN1 1YR.  
 TEL: 01273 243000 FAX: 01273 243966  
 or e:mail : [training@ampmittraining.co.uk](mailto:training@ampmittraining.co.uk)

Your Name:			
Home No.	Personal No:		
Company & Address			
Home Address			
Course Date:	Course Fee per delegate: £		
Registration Fee £:		Total (excluding VAT): £	
Course Title:			
Candidate	Name	Course Title	Date

Authorised By:	Purchase Order No.:
Position:	
Address:	
Postcode:	
Telephone:	Fax:
Signed:	Date:

Address to which instructions should be sent to if different from above




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