

# 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

## **Sales & Marketing - Improve your sales performance overnight and increase profits.**

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

# Introduction to successful sales

**Duration:** 2 days

## Overview

Selling products, ideas, concepts or services is paramount to the success of any organisation. In increasingly competitive markets, it may no longer be enough to have a good product. Success will come from making the market aware. The role of salespeople is therefore fundamental. This programme is designed to help the professional salesperson develop relationships and therefore maximize opportunities with their clients.

## Learning objectives

- Understand selling behaviour and how you can use this to build partnering relationships with clients
- Communicate with clients and use active listening techniques to build rapport and to instill confidence in your client
- Structure any sales contact so that you maintain control and give yourself the best opportunity to close the deal
- Use the right questioning techniques and then present your product in an impactful way
- Recognise and overcome objections without damaging the relationship
- Use key negotiation principles to ensure a win-win outcome.

## Who is it for?

Anyone new to a sales role, in any discipline, who wants to achieve results.

## Course content

- The qualities of a successful salesperson - what works and what doesn't
- The difference between "push" and "pull" behaviours in the sales process
- Developing relationships by adopting the right sales behaviour. The 80/20 rule
- Understanding communication - how to use verbal, visual and vocal communication within the sales process
- Developing rapport through the use of communication techniques
- Active listening
- Gaining interest from the client when making the "cold call"
- Using questions - the difference between "open" and "closed" techniques and when these should be used
- The sales structure - a methodical approach to the process, which maintains control and retrieves all the information you need to complete the sale
- Creating the agenda for the sales meeting
- Questioning techniques that will help develop the problems and solutions in the client's mind
- Effective summarising as a confidence-building tool

- Presenting your case - the use of features and benefits for maximum impact. The six key buying motivations and how to match your features to the benefit
- Handling and overcoming objections - the classic sales objections and how to overcome them so the conversation moves forward
- Closing the deal - a three-step process to gaining the client's commitment
- The fundamentals of sales negotiation - recognising the value/cost implications and how to trade currencies

The course is supported throughout with practice sessions and role plays.



## 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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