

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.

Pitching for business

Duration: 1 day

Overview

Selling products, services or concepts is the life-blood of any business. Very often in order to sell we have to take part in the "beauty parade" before one or more of the prospective customer staff. This may be our only opportunity to convince our audience that our organisation is best for them and it is therefore vital that we get our "pitch" just right.



This course is designed to give you the necessary confidence that your pitch will differentiate you positively from your competitors.

Learning objectives

- Understand how to address a brief
- Prepare, structure and deliver a pitch in the most convincing manner
- Identify the most important components of a business pitch
- Perform as a team member in a business pitch
- Deal effectively with questions and interruptions
- Understand the do's and don'ts of visual aids.

Who is it for?

Anyone who has to prepare and deliver a business pitch in today's highly competitive business environment.

Course content

- Setting clear and relevant objectives
- Dealing with immediate and remote preparation
- How to analyse your audience
- How to use listening skills effectively
- The four stages of a business pitch
- The four vital questions
- Casting your team
- Dealing with audience reaction
- Which visual aids to use and when
- Opening and closing to maximum effect
- Building confidence as a presenter.

The course will incorporate a number of practical exercises throughout.

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

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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