

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.

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 earning
- You value training skills & techniques that simply get results

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

Successful telesales

Duration: 2 days

Overview

All sales, whether large or small, start with a single telephone contact. Undoubtedly though, the telesales call is the most challenging for sales professionals. This course is designed to give sales professionals a range of tips and techniques to maximize the opportunity for the sale and achieve targets.

Learning objectives

- Describe the key qualities and behaviours of a successful telesales professional
- Use your voice with impact during a telesales conversation
- Open a call with confidence and gain the client's attention
- Structure and control a call in order to gain commitment
- Handle objections in order to advance the call
- Sell your product and service clearly and concisely
- Improve your chances of gaining business through effective closing techniques.

Who is it for?

Course content

- The qualities of a successful sales person
- Researching the client and preparing for the call
- Communication - the 3 Ps of the voice - projection, pitch and pace
- A four-part structure for controlling the sales call
- Opening the call with impact - giving the client a reason to listen
- Setting the agenda
- Questioning techniques - using open and closed questions
- Understanding the need - where do needs come from?
- Probing techniques - using facilitation to build greater understanding
- Active listening, summarising and empathetic techniques to build rapport
- Selling your product and service using features and benefits
- Closing the sale - how to gain client commitment
- Objections - recognising and managing the four principal sales objections
- The art of negotiation - how to use currencies on the phone
- Service delivery - tips on how to exceed client expectations
- Complaint handling - a five-stage process
- Selling to large organisations
- Individual and team practice sessions to consolidate the learning.

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



AM:PM Services,
Tower Point,
44 North Road,
Brighton,
BN1 1YR.

Telephone: 01273 243000

Fax: 01273 243966

Email: training@ampmitraining.co.uk

Website: www.ampmitraining.co.uk