

Mark Janes Learning Solutions Ltd – Sales Training Programme

Course Overview – Advanced Sales Skills

Overview:	An opportunity for more experienced sales people to develop their skills and build confidence by understanding the human-behaviour aspects of selling. The course uses challenging role-play situations to deal with the more difficult aspects of business-to-business selling.
Suitable For:	<ul style="list-style-type: none">• Sales representatives in a business-to-business selling environment.• Account Managers.
Number of Participants:	4 – 12
Duration:	2 Days
Content:	<ul style="list-style-type: none">• Review of the six-step sales call process:<ul style="list-style-type: none">○ Planning the call○ Opening the call○ Questioning / Understanding needs○ Presenting products, services and ideas○ Dealing with objections○ Closing for a commitment• Self-analysis questionnaire to identify participants' sales "personalities"• Establishing rapport and dealing with different personality-types• Dealing with price-negotiations
Style:	An interactive workshop making extensive use of role-play and self-analysis techniques, as well as experiential learning.
Cost:	<p>In-house: £1,500.00 per course, plus £10.00 per participant for course workbook and other materials.</p> <p>Public: £295.00 per person, including all materials, lunch and refreshments on both days.</p> <p>Costs exclude VAT.</p>

- Programme can be customised for in-house use
- For more information contact Mark Janes; mark@mjls.co.uk

