

Mark Janes Learning Solutions Ltd – Sales Training Programme

Course Overview – Foundation Sales Skills

Overview:	An introduction to the business-to-business sales process for those new to sales, or for those with some experience who need to take a more structured approach to their 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">• Hallmarks of a first-rate salesperson• Adding value to the sales call• The six steps of a sales call:<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• Thinking like an entrepreneur• Setting goals and monitoring your own performance
Style:	An interactive workshop blending small and large group discussions, role-play and individual exercises.
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

