

## Selling for the Non-sales person

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Suitable for support personnel who can either “make or break” the sale dependent on the attitude and customer handling skills. Typical delegates are Service Engineers, technical support and accounts personnel  
Objectives: This programme will ensure support personnel are fully aware of the part they play in the sales process and show them how to develop positive customer relationships

Content covers :

- Customer awareness – external and internal
- Customer handling techniques
- Making the best of sales opportunities
- Effective questioning and listening
- Dealing with problems
- Closing and follow through

Programmes can be tailor-made to your specific requirements.

### Course Category

#### Sales

- o Selling for the non-sales person
- o Pro-active Telephone Selling
- o Gaining Quality Telephone Appointments
- o Maximising Incoming Orders
- o The Principles of Selling
- o Managing and Growing Key Accounts
- o Sales Management
- o Effective Sales Negotiation

#### Supervision and Management

- o The Effective Supervisor
- o The Motivational Manager
- o Team Leader Development

#### Communication

- o A Guide to Assertiveness
- o Productive Communication
- o Chairing and Facilitation Techniques
- o Effective Presentation Techniques
- o Negotiation Skills

#### Self and Team Development

- o Coaching for Success
- o Training the Trainer
- o Instructional Techniques
- o Managing Stress
- o The Power of the Team
- o Effective Goal Setting
- o Professional Customer Care

#### Skills

- o Internal Customer Care
- o Problem Solving and Decision Making
- o Time Management
- o The Effective Appraisal

#### Bite Size Training Tasters