



SUCCESSFUL SELLING

The business world is constantly on the move: new competitors arrive, the market tightens, prices drop, decision-makers or buyers change, companies merge or disappear, purchasing techniques and conditions evolve, means of communication are transformed, new products are launched... The best way to successfully negotiate sales is to take regular training on the techniques for developing skills and standardising business practices within your company. This course presents sales techniques proven by leading professionals. Applied in the field, it will allow you to discover or rediscover effective methods for successfully completing your sales.

This programme is designed for:

- junior sales staff, B2B or B2C
- experienced staff wishing to review fundamental sales techniques, B2B or B2C

At the end of this course you should be able to:

- apply an effective sales method to improve performance
- develop your sales potential by practising tried and tested sales techniques: questions, argumentation, dealing with objections, clinching
- avoid common pitfalls in face-to-face customer relations

The management certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

increased operational efficiency
improved customer focus
better individual and team performance

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

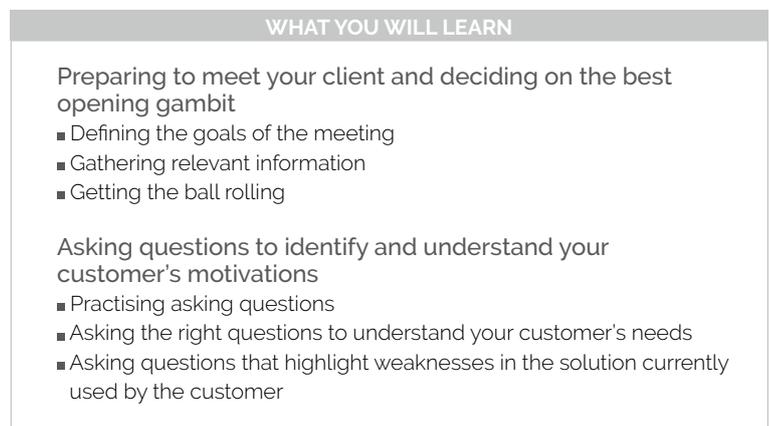
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



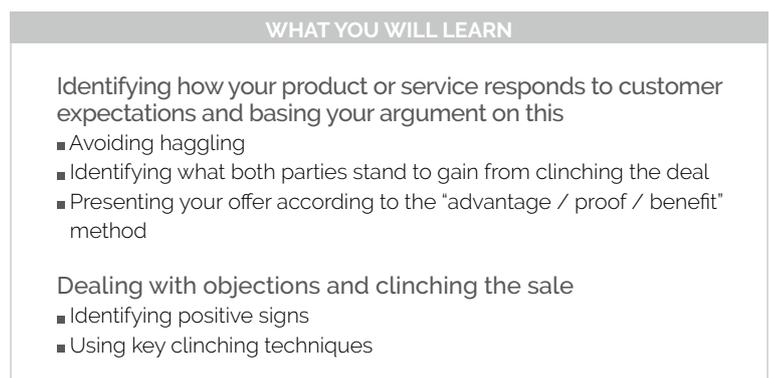
2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

