

Sales Workshop

Understanding sales in the workplace

Who is this course for?

The sales course is designed to help people develop a deeper understanding of sales in a workplace. Ideally for telesales, business development and field sales roles.

Course Content

- To reinforce customer care essentials
- Key stages in the sales process including features and benefits
- Push and Pull sales strategies
- To ensure the customer buys from you and not the competition
- To identify ways of satisfying all customer types and overcoming objections
- To identify opportunities for “selling up”
- Significance of sales targets in achieving organisational goals
- How sales links to marketing

Where can I go next?

We can provide a progression route to:

- Full Diploma in Sales

What are the benefits?

- How sales fits into the objectives and marketing of a business
- Knowledge of available sales tools and channels for a business
- How to measure the success of sales
- Up skilled workforce implementing learning in to sales role

How are the Qualifications achieved?

To achieve the full Unit – Understanding sales in the workplace. Participants must attend a locally based workshop and complete an assignment.



Funding

Funding is available for companies within the Black Country (Sandwell, Dudley, Wolverhampton and Walsall), employing fewer than 250 employees across the company.

Contact us now to
find out more

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Limited Funding available, contact us to find out more about how the Employees Support in Skills Black Country can help move your business forward. Eligibility criteria applies.