

Sales for Non-Sales People

Suitable For:

Non sales people who want to gain a broad understanding of the selling process.

Course Content:

- The 'S' word
- Who sells and what is selling?
- Is selling important in a business?
- What happens when sales levels fall?
- The Sales pipeline
- What motivates sales people?
- How to get the best out of sales people
- The Psychology of selling

Aims and Objectives:

- Understand the selling process and fundamental selling skills
- Recognise the key pre-requisites for a successful sale
- Understand the importance of the selling function within business
- Understand the traits of professional sales people
- Understand the challenges for sales people
- The Skill of pipeline forecasting

Course Duration:	1 day	Max no. of Delegates:	Max 20
Exam:	No	Location:	Stowan Training Centre

Certification	Stowan & Cygnus Consulting Certificate
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