



Legal/Best Practice	
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Skill Builder	✓
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Career Builder	✓
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Management and Supervisory – Advanced Sales Training

Course Code: CTO60

This course gives experienced sales professionals those extra tools that can help them better support their customers. It includes effective Account Management.

Course at a glance

- Business plans and financial performance
- Differentiating strategic and tactical selling approaches
- Psychology of the long and short-term buying process
- Handling price-based negotiations
- Personal skill assessment
- Marketing techniques
- Measuring performance and tailoring development
- Building lasting relationships and adding value
- Action plans (business/personal)
- Course assessment and review

	At Brandon Training Centre	On-site
Duration	1 day	1 day
Cost	£200 + VAT per day	£1,200 + VAT per trainer per day on-site
Minimum number of delegates	1 – attending an Open Course Booking	8
Maximum number of delegates	12	12
Certification	Brandon Training Certificate with Training ID Card. Records are available to view on-line	

Note: All pricing is based on Per Delegate rates unless otherwise indicated. For more information or to book a training date, please contact the Training Team on: 01179 718 555 or www.brandontraining.co.uk