



Legal/Best Practice	
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Skill Builder	✓
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Career Builder	✓
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Management and Supervisory – Introduction to Sales

Course Code: CTO66

This course gives new sales people, effective tools to use when completing their work.

Course at a glance

- Characteristics and behaviours of an unsuccessful sales person
- Recognising a sales process
- Know your customer
- Effective listening skills
- Gaining commitment to the sale
- Effective face-to-face and phone communication
- Managing customer ID responses
- Want Vs. Need
- Creating desire
- A departure to remember
- Course assessment and review

	At Brandon Training Centre	On-site
Duration	1 day	1 day
Cost	£200 + VAT	£1,800 + 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.brandontesting.co.uk