



## Supporting the Sales Campaign

Delivered by:



### **Aim:**

The aim of this workshop is to develop the selling skills of those delegates who are not normally associated to the sales department and who may be from a technical background in order for them to support the sales effort more productively.

### **At the end of the workshop the delegates will:**

- Understand the selling and buying cycles
- Understand how to prepare for sales calls and meetings
- Be aware of the importance of interpersonal skills (questioning, listening and non-verbal), and develop a strategy to be more effective in these areas
- Clearly distinguish between features, benefits and advantages, so that the customer only hears what value you can offer them
- Be confident to use selling techniques (overcoming objections, closing etc) in a face to face situation
- Know what the White Sheet process is and how to apply it to sales campaigns

### **Comments from previous course participants:**

*'Gives engineering a good overview of how sales work'*

*'Very interesting on how to close a deal and handling objections'*

*'Improves an engineers understanding of the business model and debugs negative views'*

*'I have a much broader understanding of the operation and strategy behind sales and a clearer picture of how the interaction between sales and engineering should take place'*

**Maximum number of delegates: 12**

**Cost: 1.5 units**

To register please email the Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)