

THE ART OF SELLING ... *essential skill for business continuity*

Introduction

The programme is designed to teach basic and comprehensive skills needed to win big sales. It introduces participants to tools and techniques for selling and effective sales management. It is designed to build confidence when making the initial contact with the potential client or customer.

Learning Methodology

This sales training course will be delivered in a highly engaging and interactive. There will be:

- Trainer input and tips through short presentation, demonstration and discussion
- Group discussion

Course Modules

- The Psychology and Principles of Selling
- The AIDA sales model
- How to translate prospects into customers
- Handling objections and managing difficult customers
- Negotiation Tactics

Course Objectives

By the end of this training course, the participants would be able to:

- Create a great first impression and professional opening to a sales conversation
- Demonstrate how to build rapport with a customer to cement a trusting relationship
- Demonstrate how to listen effectively and to ask questions to uncover customer needs and opportunities
- Acquire some successful strategies for handling customer concerns and objections
- Practise gaining commitment from customers
- Manage sales and close business deals.

Target Audience

- Entrepreneurs
- Business owners
- Sales professionals
- Salespeople in every field
- Consultants
- Anyone looking to involve in sales or looking for enhancement in their sales efficiency

Registration details

To register, you can:

- click www.edencarelimited.com/register/
- send email to training@edencarelimited.com to reserve your seat; and then pay the course fee into our bank account with details as follow -

Eden Care and Resourcing Limited:

GTbank 0210036409 | First Bank 2029439715

Date: August 30, 2017 | Time: 8.30a.m – 4.30p.m

Venue: Kristina Jade Learning Centre 70B Olorunlogbon Street, off Alade Lawal, Anthony Village, Lagos

Course Fee: N30,000.00

For more enquiries, contact 08023982811, 08129142656 or send mail to training@edencarelimited.com