



MI Consultative Selling

Who Should Attend?

This programme is for all sales people who wish to develop a highly effective, successful and professional approach to selling.

The Key Outputs:

A comprehensive sales approach that engages and motivates the customer to buy.

Improved skills that enable you to manage your sales approach more effectively.

More confidence to succeed in your sales career.

The Schedule

7 th – 9 th February 2012	Kettering Park Hotel
24 th – 26 th April 2012	Kettering Park Hotel
19 th – 21 st June 2012	Kettering Park Hotel
4 th – 6 th September 2012	Kettering Park Hotel
16 th – 18 th October 2012	Kettering Park Hotel

The Investment

£1,590 + VAT

(Excludes hotel costs)

The Agenda *(3 Days)*

Introduction and Objectives

Setting the objectives for the participants.

Professional Positioning

How to communicate the value your company offers to your customers.

Impact and Influence

How to adapt your behaviour in order to change the behaviour of your customer.

Managing Meeting Dynamics

How to maintain control during a meeting.

Information Gathering Skills

How to consciously use your skills and techniques to uncover customer requirements.

Compelling Business Communications

How to create an impact through the way you communicate.

Powerful Solution Presentations

How to present your offer to make it more compelling.

Effective Objection Handling

How to deal with the customer and the objection they have raised.

Gaining Commitment and Team Selling

Using all available resource to achieve the best result.

Personal Action Planning

How to implement the key learning points.