

IMPROVING YOUR SALES SKILLS

COURSE CODE : IYSS
DATES : JULY 03 - 05, 2017
DURATION : 3 DAYS | DUBAI, UAE

Course Objectives:

- ❖ To provide each delegate with a carefully structured plan for effectively selling their products and services in fiercely competitive market conditions
- ❖ To look at the key stages of a sale and clearly identify areas where each delegate needs improvement
- ❖ To provide delegates with many practical tools that will lead to improved personal performance in their day-to-day work in sales
- ❖ To help delegates gain a new momentum for their sales development
- ❖ To improve the ability of each delegate to look at many of the problems of sales with a fresh perspective
- ❖ To provide each delegate with helpful and practical suggestions to enable them to improve their overall sales performance

Who Should Attend?

This programme is designed for senior managers, managers and other personnel who are currently responsible for managing change within their organization.

Programme Contents

DAY 1	DAY 2	DAY 3
<ul style="list-style-type: none"> ● An Introduction To Sales ● The Link Between Customer Service & Customer Loyalty ● How Not To Lose Customers ● 'The Magic Secret Of Sales' ● The Role Of The Professional Salesperson ● Persuading People To Buy ● Your Responsibilities To Your Company & Your Customer ● How Good Are You At Understanding Sales Terminology? - A Questionnaire To Test Your Knowledge ● Sales Vs Marketing Vs Negotiation - What's The Difference? ● The Marketing Mix ● The Ten 'P's Of Marketing ● Sales Success - The Management Of The 'Marketing Mix' ● The Seven Steps Of A Sale ● The Salesperson's Five Deadly Errors ● Four Key Areas Of Knowledge Needed To Sell ● The Qualities Required In A Professional Salesperson ● How To Sell Professionally ● Understanding The Psychology Of Selling ● Why Do People Buy ... Anything? 	<ul style="list-style-type: none"> ● What We Sell & What Our Customers Buy? ● The Benefit Concept ● Identifying Customer Needs ● The Key Questioning Techniques For Effective Selling ● Customer Segmentation ● Tangible & Intangible Reasons Why People Buy ● Effective Communication In Selling ● Learning How To Influence People ● Understanding The Key Aspects Of Communication ● The Five 'C's Of Good Communication ● The Five Qualities Of An Effective Communicator ● Etiquette For Client Meetings ● The Importance Of Body Language In Selling ● Asking The Right Questions ● Good & Poor Listeners ● Effective Time Management ● Time Management Quiz ● The Definition Of A Good Time Manager ● Identifying Personal & Environmental Timewasters ● SMART(ER) Objectives ● Ten Rules To Help You Manage Your Time Effectively ● Planning & Organizing For Sales Success ● Time & Territory Management 	<ul style="list-style-type: none"> ● Understanding The Importance Of Key Ratios In Selling ● Sales Plans & Forecasting ● Planning To Achieve Targets - A Case Study ● Finding Customers / Prospecting ● How To 'Qualify' Your Prospects ● How To Make The Right Appointments ● The Telephone Appointment Plan ● Making A Professional Approach - Every Time ● Writing For Appointments ● Using A Presenter Effectively ● Use Of Visual Aids In Your Presentation ● The Use Of Proposals - What To Include ● Objections - Obstacles Or Opportunities? ● How To Handle Objections ● How To Overcome Price Objections ● Most Frequently Asked Questions ● Closing The Sale - Different Techniques ● Some Basics About Negotiation ● The Five Key Outcomes Of A Negotiation ● After Sales Service - Building Long-Term Customer Relationships ● 'Staying Close To Your Customers' ● Role Plays

About the Programme:

The programme offers a review of those techniques and skills essential to the professional business-to-business salesperson. It is a highly participative course that reinforces learning points, through syndicate and practical exercises that are highly relevant to the individual delegate's business. It is also a very useful course for those people who have just been appointed to a sales position and who need to understand the fundamentals of selling. All the key concepts of selling are covered in an easy to understand step-by-step format.

What You Will Gain:

- A clear understanding of all the stages of the business-to-business sales process
- A more confident and competent approach to the whole sales process
- A new momentum in your sales approach
- The ability to put many of the problems of selling into fresh perspective
- Many helpful and practical suggestions to assist you in your day-to-day work

Registration and Further Information

(Please complete this form and send us back via fax or email)



PERSONAL DETAILS

Please print clearly or attach business card:

1) **Name :** _____

Position: _____

Email: _____

2) **Name :** _____

Position: _____

Email: _____

3) **Name :** _____

Position: _____

Email: _____

Company: _____

Department: _____

Address _____

Postcode: _____ Country: _____

Tel : _____ Fax : _____

Nature of Business _____

Company Size: 1-9 10-24 25-49 50-99

100-249 250-499 500-999 1000+

SPONSOR

We wish to register this delegate for the course indicated above. We undertake to pay for the period of the program (please print clearly)

Name: _____

Position: _____

Signature: _____ Date: _____

REGISTRATION COURSE FEES

IMPROVING YOUR SALES SKILLS

- US\$ 1,950 per delegate

I would like information on holding this program in house

We can bring this course in house directly to your workplace!

Customized Training Programs

The in-house training of Advanced Studies and Training Center

Tel: +971 4 221 1141; Email: info@astcdubai.com

DISCLAIMER

ASTC reserves the right to change or cancel any part of its published programs or teaching facility due to unforeseen circumstances

HOTEL BOOKING

If you required assistance with booking accommodation for one of our courses, please contact our staff on the following numbers:

Tel: +971-4-2211141, Fax: +971-4-2211848 or Email us on info@astcdubai.com

TRAINING COURSE

IMPROVING YOUR SALES SKILLS

July 03 - 05, 2017

In order to guarantee a place on the course delegates are kindly requested to register at least 4 weeks in advance

METHOD OF PAYMENT

- 1. Please find enclosed a cheque for US\$ _____ made payable to **Advanced Studies and Training Centre**
- 2. Transfer : Commercial Bank of Dubai
Branch: Mankhool Street | **Account Number** 10001255334
Routing Number: 502320103 | **Swift Code:** CBD – UAE. AD
- 3. Please invoice my institution.
An invoice will be sent to the mentioned institution on receipt of registration form. Please fill out the sponsor's details below.

CREDIT CARD:

Please Charge my : (Card Type)

MasterCard Visa Card

Card Holder Name _____

Card Number _____

Expiry Date _____ Security Code No. _____

Amount to be Charge _____

Tel. _____ Mob. _____

Card Holder Signature: _____ Date: _____

SAVE MONEY! DISCOUNTS AND PROMOTIONS!

- Register one month in advance and received up 10% discount.
 - Group of 3 more delegates from the same organization receive a 10% discount
- OR**
- FREE Attendance for 5th delegate's from the same organization

TRAINING REGISTRATION DETAILS

TERM & CONDITIONS:

1. Fees Include all the tuition, full course documentation, lunches and refreshments for the duration of the program.
2. Incidental expenses: ASTC in NOT responsible for covering airfare or other travel costs incurred by delegates. Delegates will be responsible for their own accommodations.
3. PLEASE NOTE that ASTC reserves the right to refuse admission to the training if proof of payment has not been received prior to the start of the program.
4. An invoice will be sent upon receipt of the registration form. Payment must be received in full 2 weeks prior to the course start
5. **CANCELLATION POLICY**
 - a) A full refund less on administration fee of US\$ 100 will be given for cancellation requests received up to 45 working days prior to the event. Cancellation must be made in writing (letter or fax) and reach this office before the 45 days deadline.
 - b) Delegates who cancel than 45 working days before the event, or who don't attend are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee. Please note that the next course must take place within the next 6 months of the initial application. Of course, a replacement is always welcome.

I understand and accept the booking Term & Conditions

Signature _____ Date _____

5 Easy Ways to Register & Obtain Further Information

1 – Tel : + 971 4 221 1141

2 – Fax : + 971 4 221 1848

3 – P. O. Box: 6878, Dubai, UAE

4 – Website : www.astcdubai.com

5 – Email : info@astcdubai.com