



People Skills Series Face to Face Selling

When:

Time:

Where:

The sceptical British are some of the hardest people to sell to. We immediately put up barriers and don't listen to 'sales talk'. In short, we don't like feeling as if we're being sold to!

This course on sales tips and techniques emphasises the principle of 'Sales through Service', if you can build a rapport with the person and talk about the product or service in relation to how it benefits them and not just its features, then you will improve your sales. Covering how to deal with objections and rejection, delegates will leave feeling inspired, motivated and capable of gaining more sales than ever before



Who should attend?

This course is useful for any individual that speaks with customers or clients face to face to make sales answer queries or give advice and guidance. This course is equally useful where interactions are part of long term loyal customer relationships or singular transaction.

Learning Outcomes

By the end of this workshop delegates will:

- * **Be able to explain the principle of sales through service.**
- * **Understand the difference between benefit and feature sales, and have analysed some of their own products for 'benefits', varying these benefits for different groups.**
- * **Be able to build rapport with different types of customers through flexing their communication style and using listening skills.**
- * **Deal with rejection and the inevitable 'no'.**
- * **Identify areas of opportunity to achieve greater sales.**

About Real Results Training and Carolyn Blunt

Real Results Training is a North West learning and development consultancy that specialise in people skills. Carolyn Blunt is the lead consultant and founder. Carolyn has worked in strategic positions for Tesco HQ and Fujitsu Services Ltd, the world's third largest IT company with geographical responsibility for the Call Centre Division in Northern England and Ireland.

Carolyn was responsible for people development strategy, analysing training needs, designing programmes, delivering training, evaluating programmes for the 1000 Call Centre employees and management. Fujitsu Services Call Centre Division was Highly commended by National Training Awards 2002, Winner of European Call Centre Awards for Best People Development Programme, 2002. Real Results is a preferred supplier for the University of Central Lancashire. Carolyn has most recently worked with clients such as The University of Manchester, Vertex, Woolworths and United Utilities. Carolyn's operational experience, people development knowledge and engaging delivery style ensure a unique learning event.

Testimonials

"We have never had such positive feedback. I will have no hesitation in recommending Real Results to my colleagues and contacts in the future."

Mike Taylor, United Utilities

"Thoroughly enjoyable and useful. Hard to improve the format" **SMART Telesales**

"Excellent trainer delivery" **Carphone Warehouse**

Register now!

Tel: 0161 408 2003 • Fax: 0161 338 8099 • Email: hello@real-results.co.uk

Fees

To attend this one day workshop

In-house (at your premises) £POA + VAT for up to 15 participants

Open course places £249 + VAT per person. Please contact us for current dates & venues.

Contact Real Results Training

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