



# Sales Masterclass

A one day, 5 star rated course from the training experts



# A Masterclass in Sales

This intensive 1 day course aims to allow delegates to focus on enhancing your current sales, customer service skills and knowledge

The course will link directly in to your workplace and your types of customers. It will give you a solid understanding of the importance of professional customer care in all aspects of your telephone duties.

The second part of the day will focus on providing you with the correct tools and techniques to sell to customers, negotiate and gain a “win win” situation for both parties. The course will enable you to learn new skills to deal with difficult situations.

## Suitability - Who should attend?

This course is targeted at any member of staff whose work depends on successful telephone skills, from receptionist and administration staff to new and existing sales staff. For beginners and intermediate levels who want to maximise the impact of their telephone techniques, customer service and sales skills in work based situations

## Price and Venues

Manchester: £295 + VAT

Leeds: £295 + VAT

Liverpool: £295 + VAT

### Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided



# Sales Masterclass



## COURSE CONTENT

### Introduction to Sales

- The importance of communication in today's modern setting
- Understand the differences between "tone" and "words"
- Demonstrate excellent customer care - with external and internal customers.

### Telephone Sales Skills

- Provide telephone users skills and knowledge to utilise the telephone as an effective communication tool
- Deliver professional yet warm telephone calls
- Structure your phone calls

### Structured Sales Techniques

- Learn a structure to the steps of the sale
- Know 12 techniques for closing the sale
- Create a professional image of the organisation

- Codes of Practice
- Moments of Truth
- Misery Moments
- Golden Service with a Smile

### Handling Customers

- Demonstrate understanding of customer perceptions and how to meet customer requirements.
- Handle objections and complaints professionally to achieve a positive outcome
- Improving on your ability to arrange and prepare for sales appointments and to effectively sell your product/service.
- Identifying your customers and their needs
- Customers come in four main categories
- Caring for your customers

### Enhancing Your Sales Skills

- Barriers to Communication

- Listening Skills
- Features and Benefits
- Questioning Techniques
- Closing the Sale
- How to deliver feedback constructively
- Negotiation skills

To book please see next page



## How to book

To reserve your place on the Sales Skills course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

We offer group booking discounts for two or more delegates.

