



# Sales Training Course

A 5 Star Rated course from the  
Training experts





# Sales Course

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

## Introduction

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.

## Who would benefit from this course?

For beginners and intermediate levels who want to maximise the impact of their telephone techniques, customer service and

sales skills in work based situations

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

I would recommend this Sales course to anybody looking to improve their skills.

It had good ideas to take forward & new techniques to use through good presentation & examples.

Darren Robinson  
Marbquite

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£495 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Birmingham	£295 + VAT	£495 + VAT
Online	£245 + VAT	£375 + VAT

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £690 and Online From £250 (half day). Please email or call us with your preferred venue, number of delegates and any requests.



# Sales

## Course Outline

This course will teach you how to be more effective in Sales

### 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

For private courses the course content can be adapted to suit your requirements.

Please contact us to discuss your requirements.

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

Google

5.0 ★★★★★

The Sales course delivery and the trainers knowledge was excellent.

Feel so much better after this course and ready to try these skills in work. Thank you for building my confidence!

Hayley Day  
Conren Ltd





## Sales Course

### Why Choose M Training's Sales Training Course

- Run by a specialist Trainer with over 10 years experience
- This course is limited to 6 places so you are guaranteed personal support throughout the day
- Fully CIPD Qualified trainers
- From Only £245 + VAT
- Convenient locations in Manchester, Leeds, Liverpool and Birmingham.
- We provide one to one and private group courses throughout the UK
- Course notes and support material
- Lunch & refreshments provided
- Certificate of achievement

### Private and One-to-One Courses

One-to-one and private group courses are available from £690 for a one day classroom course and from £250 (half day) or £450 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

### How to book

**To reserve your place on our 1 Day Sales Training, Simply pick your preferred date and book on our website, send us an email or give us a call.**

**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.**

Lisa was very informative. [She] tailored the session to the group's needs which was a big help.

It has made me feel confident in closing sales as she has equipped me with the relevant tips and techniques to follow.

I would highly recommend

**L'mar Radouani  
Coachwise**