



Perceptive Learning

SALES FOR NON-SALES PEOPLE

Generate more revenue for the business or firm - this benefits everyone! The principles, practices, tools and skills transferred back to the job as a result of this workshop will positively impact the image that customers and clients have of you.

Rationale

This highly active workshop is all about helping people who don't technically "sell" to enhance the role they can play in getting profitable revenue through the door, and keeping it.

The purpose of this course is to give people a simple understanding of sales techniques, processes, qualification and communication skills that will be invaluable in business and life. Facilitated within a supportive and encouraging environment, this one-day workshop will focus on helping you to differentiate yourself through outstanding customer-facing skills.

Key factors that justify this approach:

Consultants, lawyers, engineers, accountants, bankers, fund-raisers, people running their own businesses and many others can benefit from the ability to recognize and develop business opportunities. After all, every business must work to grow or sustain their customer base. The alternative is devastating.

Description

A one-day workshop that helps you:

- Prepare for and conduct highly effective customer interactions
- Become more aware of the individual decision-making needs of others
- Demonstrate better questioning and listening skills
- Position and tailor the value of your business to the customer/client
- Enhance your professionalism, credibility and image
- Make positive action happen
- Make your customer/client smile