

fecund training

and personal development

EVERYONE SELLS

Everyone who works in business sells something sometime; even if it's just themselves! Overcome your fear of 'sales' and see how easily and effectively everyone can sell.

Who is it for?

Anyone who wants to maximise their personal and professional potential by learning to sell themselves, their company and its products more effectively. Especially appropriate for individuals and teams in client-facing environments who are expected to pro-actively sell-on to existing clients and customers.

What is it about?

This course overcomes the innate fear and lack of confidence which non-sales personnel feel when asked to sell to customers and business contacts, with a common-sense approach that builds skills and understanding. Designed by our sales experts with over 40 years of top level sales experience, this course mixes discussion with straightforward, effective techniques and real life advice of how and when to apply them.

Course overview

- EVERYONE SELLS SOMETHING, SOMETIME – understanding how sales is inherent in every business transaction and conversation, no matter how small
- WHY DON'T WE LIKE SALESPeOPLE? – exploring and dispelling the stigma attached to sales
- SALES FROM THE OTHER SIDE – looking at when and how you were last sold something – how effective was it – how could it be improved?
- FEAR OF SALES – investigating the fear most of us have about selling – exploring what a contact's reaction might be to 'being sold'
- 'SAFE' SALES – constructing for yourself a new, 'safe' set of sales steps
- PRACTISING THE ART OF 'SAFE' SALES – how to improve your new skills and increase your confidence

What do I get out of it?

- A clear understanding of how the art of 'safe' sales can help you be more effective and successful in your working environment
- The ability and confidence to easily open discussions with customers and clients about additional or available products and services
- Simple yet effective techniques to steer a client towards agreement using open, relaxed questions, personal assurance and positive body language

Want to book or find out more?

To book a session, for more information about any of our courses, or to come to one of our free **monthly Taster Sessions** call **020 7575 3164** or email ian@fecund.co.uk
Details of all our courses are available at www.fecund.co.uk

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