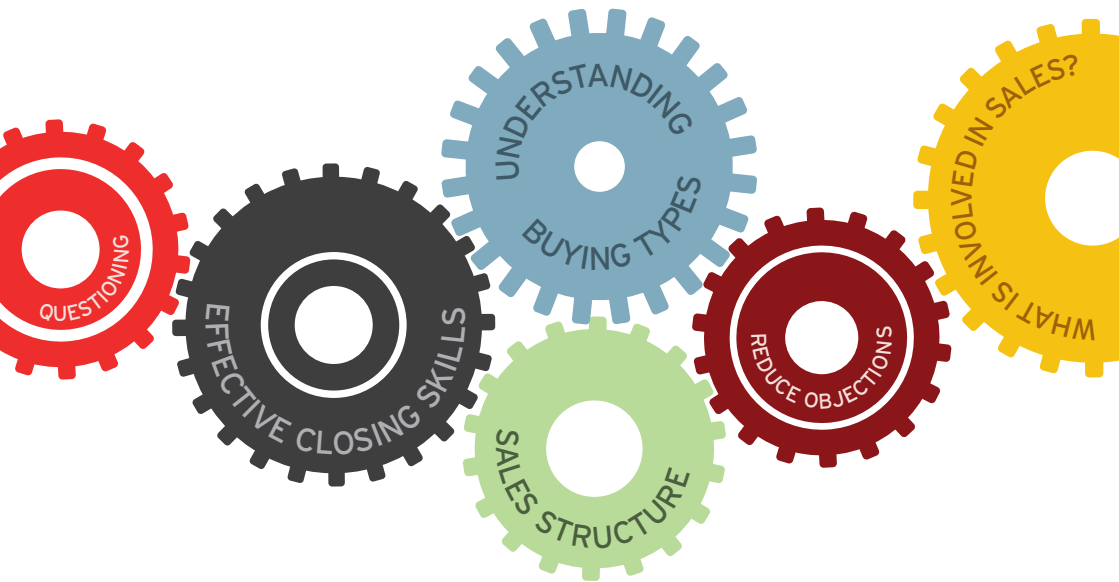


SEMINAR HALF DAY

Develop the need, Make the sale

Do you feel like your sales approach
is missing a vital component?



Phoenix
Training & Development

Making people better
at what they do

SEMINAR HALF DAY

Develop the need, Make the sale

DATE

8th March 2012

VENUE

Etc Venues in Victoria

One Drummond Gate, Victoria,
London, SW1V 2QQ

100 metres from Pimlico Station

PRICE

£99 Plus VAT

BOOK NOW

020 7234 0480

Or book online at:

www.phoenix-training.co.uk/seminar



If you currently feel that you are missing out on sales opportunities, running into unforeseen objections or finding that clients are not really convinced to buy your product or service, it is likely that your sales approach is missing a vital component.

This seminar will help you re-evaluate your sales approach to develop a wider range of client needs, create higher levels of urgency and gain greater commitment.

By using live examples you will learn how the techniques discussed can be applied back at work. Even more importantly, these techniques will be highly practical enabling them to be used immediately.

The focus will be on consultative sales skills and the importance of working with clients rather than simply selling at them. It will help you develop a more competitive edge which is essential in today's challenging economic environment.

If you already have some experience in sales, this seminar will help you to refocus, recognise any development areas and realise just how you can develop further as a sales person.

If you are new to sales, you will understand how to apply an effective sales structure enabling you to build your sales skills with confidence and develop an awareness of how to become a high performing sales person.

MORNING SEMINAR

Registration & Networking	9:00am - 10:00am
Session 1	10:00am - 11:30am
Break	11:30am - 11:45am
Session 2	11:45am - 1:00pm

AFTERNOON SEMINAR

Registration	2:00pm - 2:30pm
Session 1	2:30pm - 4:00pm
Break	4:00pm - 4:15pm
Session 2	4:15pm - 5:30pm
Networking	5:30pm - 6:30pm

EACH SEMINAR WILL COVER THE FOLLOWING AREAS:

- What is involved in sales
- Understanding buying types
- The importance of using a sales structure
- Developing consultative questioning techniques
- How to present your products or services with relevance and impact
- Effective closing skills
- How to reduce objections

“I thought Bill was **exceptional**. He was **open** and **honest**, knew his stuff, and was very practical in showing us what differences could be made”

“**Excellent!** I was worried it would be corporate rubbish and blue sky thinking but it was down to earth, very useful and **enjoyable**”

About Bill Osmond

Bill is MD of Phoenix and heads up the Sales Training delivery team. He has shared with literally thousands of salespeople practical insights & techniques gained from his own successful 20-year career in the industry.

His incisive business acumen and training expertise ensure that he's always in demand, and he still relishes every opportunity to work with clients, no matter what their business challenges are.

A hugely down-to-earth speaker, he remains highly passionate about developing people and gets no greater pleasure than unearthing and nurturing potential and witnessing at first hand a sustained improvement in day to day performance.



How to get in touch and where we are

Phoenix Training & Development
The Leathermarket
Weston Street
London SE1 3ER

T: 020 7234 0480

F: 020 7234 0486

E: info@phoenix-training.co.uk

www.phoenix-training.co.uk

Making people better at what they do

This is what we strive for at Phoenix. It's a simple vision and at its heart is a belief that learning & development in business should be interactive, enjoyable and relevant at all times, so that as an experience it's practical, memorable and, most importantly, useful.