



FourThirds

Win - Grow - Transform

Sales for Non Sales Professionals



Who this programme is for

Course overview

An important element of business success is to identify and maximise any new potential opportunities. It is vital to pick up on customer comments that could be potential opportunities by engaging the customer in conversation. This one day programme, sales for non sales people, is aimed at Accountants, Managers, Audit seniors and Assistant managers will provide the necessary sales and communication tools and techniques, to increase confidence to ascertain where additional business is possible. Identifying customer needs through improved listening, and using appropriate business language are essential skills for success. Everyone in business is part of the extended sales team.

Benefits to your organisation and Individuals

As an individual having sales knowledge, even as a non sales Professional is beneficial to any organisation as this knowledge, applied correctly will enhance your confidence, ability and results. Dealing with potential customers will also get easier as you take a much more positive approach gathering the key information and problem solving more effectively.

Course Content

- Introduction and use of a proven 4 step sales model
- Use appropriate questioning techniques and listening skills
- Understand and qualify potential opportunity
- Identify customers needs
- Gain commitment for a follow up meeting with a partner
- Take a consultative approach with customers