

Office & Training Solutions Ltd

9 Orchard Court, Leitrim Village, Co Leitrim

Tel: 086 3807802

(E) orla@ots.ie

Course Outline

Basic Sales Techniques for Customer Facing Staff

Programme Aim:

- Recognise the role you play in the sales process in your organisation and be more confident in your ability to sell effectively

Programme Objectives

- **Highlight** the characteristics of selling a service
- **Explain** the steps in the sales process
- **Understand** the principals of 'upselling' and 'cross selling' as they relate to a service business
- **Show** how to sell a service and stimulate customer interest by using the '**Benefit Selling Approach**'
- **Instil** confidence in customer facing staff by outlining 10 tips which will help you believe in your ability to sell
- **Demonstrate** your understanding of all techniques through a group discussion/role play

Target Trainee Profile

Suitable for established and new supervisors/owner managers in all sectors

Training Duration

This course is delivered over 1 day with maximum participants of 15