

Being Easy to Buy From

The Six Step Sales Approach

Overview

The importance of sales for any business cannot be understated; it is the key to success, stability and growth. Having a skilled and motivated sales team is therefore vital to survive in this increasingly competitive market.

This highly interactive learning programme will deliver increased sales results by giving sales people the practical knowledge, skills, techniques and tools needed to make it easy for customers to buy from your business.

Who will benefit?

This programme has been developed for anybody that holds a role that involves an element of selling. Whether you are new to sales or are an experienced salesperson, this programme will be of benefit to you.

Your Investment

This programme provides 12 months learning and sales development support, including:

- ✓ A short, pre-workshop online learning course
- ✓ 2 day interactive workshop, including lunch and refreshments
- ✓ 12 months access to Illuminate Development's online learning forums, including additional learning materials and ongoing support from Illuminate's programme tutors.

The cost of this programme is just £400 + VAT per person.

Programme content

The programme covers a range of sales knowledge and skills based around our Six Step Sales Approach model. Upon completion of the programme, you will be able to:

Prepare both physically and mentally for sales conversations with customers

Open sales conversations in an engaging way that gives customers a reason to want to speak to you

Connect with your customers by building rapport and creating the right impression

Really understand your customers' needs through the use of great profiling techniques

Make product and service recommendations to your customers using benefit selling

Handle customer objections in a confident and effective way

Help customers to make buying decisions through skilful closing

Build lasting relationships with your customers that add real value to your business

Why Choose Illuminate?

Illuminate Development is a learning and development consultancy that has been built on over 20 years of people development experience.

Our programmes are focussed on the development of practical skills that can be instantly applied in the workplace in order to deliver real business results.

We don't just deliver a training course...we provide learning that really works.

Bookings

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