

MARCUS BOHN ASSOCIATES

PRINCIPLES & PRACTICES OF SELLING TWO-DAY COURSE

An exciting and dynamic course, which equips salespeople to meet the challenge of modern highly competitive conditions. 'Principles & Practice of Selling' covers each stage of the selling process giving delegates a framework from which they can deal with any sales situation. It will give them skills to maximise their performance and gain competitive advantage in today's tough sales environment.

A key objective of the course will be to help your delegates develop real commitment towards achieving success and ultimately their sales targets.

Course Content:

- ❖ How to prospect a call and identify the key decision makers
- ❖ How to successfully obtain appointments by telephone
- ❖ How to plan and prepare a sales interview and open the call with confidence
- ❖ How to recognise different buyer types and adapt your style and manage accordingly
- ❖ Asking questions to establish needs and buying criteria
- ❖ Sell the benefits of your products or services
- ❖ How to handle objections and core negotiation principles
- ❖ Closing and commitment techniques which achieve results



2007 Prices
Held For
2008

Cost Per Delegate: £825 plus VAT

If 6 or more places are booked at one time, the fee is reduced to £775 per delegate.

Venue: London Marriott Hotel Maida Vale

Plaza Parade, Maida Vale, London, NW6 5RP
Tel: 020 7543 6000

2008 London Dates:

May 14-15 / September 10-11 / November 19-20

Fax to: 01992 627831

Company Name:

Address:

Postcode: Tel No:

Authorised by: Name: Job Title:

Signed: Dated:

Delegate Name: 1: 2: 3:

Course Date: 1: 2: 3:

Purchase Order No:

Accommodation Dates (if required):

**If you would like to confirm a booking or simply require more information,
then please call our sales team on 01992 633882**