

# CPD Course in Sales Skills – Sales Advisor

Open Learning Programme Information

## Programme Information

### COURSE OUTLINE

1. **Building Competence**
  - Knowing the product[s]
  - Knowing the customers
  - Knowing the employer
  - Knowing the competition
2. **Building Relationships**
  - Welcoming the customer
  - Showing interest in the customer's needs
  - Following through commitments made to customers
  - Being realistic and consistent
  - Behaving flexibly
3. **Selling to Customers**
  - Knowing your targets
  - Establishing and satisfying customer needs
  - Handling objections
  - Closing the sale
- 4A **Telephone Skills**
  - Conducting yourself effectively on the phone
- OR
- 4B **Face to Face Contact Skills**
  - Presenting yourself effectively in face to face situations
5. **Work organisation**
  - Planning your work
  - Setting targets
  - Planning sales activity
  - Keeping people informed
  - Controlling your time
6. **Self-development and self-motivation**
  - Developing yourself
  - Being positive
  - Making improvement suggestions
  - Working as part of a team