

CPD Course in Sales Skills – Sales Executive

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
- Identifying customers' needs
- Building trust with customers
- Adapting to the needs and styles of your customers

3. Selling to Customers

- Planning sales activity
- Putting together bigger deals; switch selling
- Using customer knowledge to influence success

4A Advanced Telephone Skills

OR

4B Advanced Face to Face Contact Skills

5 Work organisation

- Planning your work
- Setting targets
- Planning outgoing calls
- Keeping people informed
- Controlling your time

6 Self-development and self-motivation

- Developing your knowledge and skills
- Showing persistence and resilience
- Seeking and offering help
- Giving and requesting feedback