

CPD Course in Sales Skills – Senior Sales Executive

Open Learning Programme Information

Programme Information

COURSE OUTLINE

1. Building Competence

- Product knowledge
- Business Customer knowledge
- Company knowledge
- Competitor knowledge

2. Building Relationships

- Customer relationships
- Team member relationships
- Other internal relationships

3. Selling to Customers and Account Managers

- The selling cycle process
- The buying cycle process
- Developing and planning accounts and campaigns

4A Professional Telephone Skills

OR

4B professional Face to Face Contact Skills

5. Work organisation

- Planning
- Implementation
- Review
- Monitoring

6. Self-development and self-motivation

- Motivation to sell and meet targets
- Understanding margins and profitability
- Self-development
- Health & safety