

Solution Selling: Foundation Sales

Workshop Purpose:

This workshop aims to support participants in developing knowledge and understanding of sales and the way in which the sales cycle works.

Workshop Outcomes:

On completion of this workshop participants will be able to:

- Understand the pre-sale stage of the sales cycle and activities involved – professional appearance, prospecting, appointment setting, preparation & planning
- Understand the different stages of the sales cycle – introduction & rapport, needs identification, providing solutions, objection handling, closing the sale
- Understand the post-sale stage and relevant activities – order processing,



Who should attend:

Any person involved in entry-level and frontline sales.

Duration:

2 days

For a minimum of 8 to a *maximum of 14* participants.

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