

# Effective Sales



# Skills for Non-Salespeople

23rd March 2017 - Marriott Hotel, Northampton



## Boost Your Sales Effectiveness

This one-day Sales Training workshop is designed to help individuals, business owners, sales teams and engineers to increase their effectiveness in the following activities:

- The objectives of the call/visit
- Ways to increase trust & rapport
- Conversation openers
- Key questions to build rapport & start qualifying
- Understanding requirements through 'discovery' questions
- Presenting solutions/benefits of next step
- Ways to ensure you are confident when presenting price
- Handling concerns (objections)
- The rules of effective follow-up

Here are the most common reasons for businesses not reaching their sales potential:

- Ineffective planning before calling/meeting their prospect/customer
- The need to ask better questions

These are the factors that cause 60% of activity in the pipelines to stall.  
It can always be improved though!

To book a place, complete the booking form and contact **Christine Jordan** on +44 (0)20 8773 8111 or e-mail [christine.jordan@ppma.co.uk](mailto:christine.jordan@ppma.co.uk)

### COST:

**PPMA Members; £95 each, Non-members; £295**



Processing & Packaging  
Machinery Association

PPMA GROUP OF ASSOCIATIONS



British Automation &  
Robot Association



UK Industrial  
Vision Association

# Effective Sales Skills for Non-Salespeople



Marriott Hotel, Eagle Drive, Northampton NN4 7HW

## PROGRAMME:

9:30am	Registration
10:00am	Introduction / Seminar Start
11:30-11:45am	Coffee
1:00pm	Lunch
2:00pm	Seminar continues
3:15pm	Tea
3:30pm	Seminar continues

## BOOKING FORM - Effective Sales Skills for Non-Salespeople training day

I would like to register  delegate(s) for the course on 23rd March 2017

### TOTAL COST

<input type="checkbox"/>	PPMA Members - £95	<input type="text"/>
<input type="checkbox"/>	Non-members - £295	<input type="text"/>
	<b>TOTAL</b>	<input type="text"/>
(Only applicable to UK VAT Registered Companies)	VAT @ 20%	<input type="text"/>
	<b>TOTAL BOOKING COST</b>	<input type="text"/>

**TERMS & CONDITIONS:** Cancellations: If you cannot attend, a substitute delegate may attend in your place provided that written notice is given. Please write to PPMA Ltd, New Progress House, 34 Stafford Road, Wallington, Surrey SM6 9AA. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the seminar. All cancellations will be subject to a 25% +VAT fee to cover administrative expenses.

**Important Note:** This booking form constitutes a legally binding contract. It may be necessary, for reasons beyond the control of the PPMA, to change the content, timing, speakers and/or date of the seminar and/or programme.

Company:

Address:

Postcode:

Telephone:  E-Mail:

Booking Authorised By:

Delegate 1  Delegate 2

Position  Position

### Payment Details:

Cheque Enclosed  (A receipted invoice will be forwarded to your Accounts Dept.)  Credit / Debit Card Please specify one only: Visa / Mastercard

Card No.  Security Code:

Start Date:  /  /  Expiry Date:  /  /  Name as on Card:

Cardholder's Address (if different from above):

Cardholder's Signature:

BACS:  Date Payment Made:  /

Account Name: PPMA  
Bank: Barclays Bank Plc  
Address: 1 North End Road, Croydon,  
Surrey CR9 1RN  
Sort Code: 20-24-61  
Account No: 90721220

**Data Protection:** Data supplied is subject to the Data Protection Act 1998 and may be used to supply you with information to your business. Please tick as appropriate.

I do not wish to receive publications or further information from PPMA.

I prefer not to be contacted by any of the following: Mail  E-mail  Telephone

**Processing & Packaging Machinery Association**

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