

# Advanced Selling Skills



10th July 2018 - Marriott Hotel, Northampton NN4 7HW



## Improve Your Selling Skills

This one-day training course is designed to help individuals, business owners and sales teams to increase their effectiveness in the following activities, helping you to sell effectively to the right people.

- Understanding & developing wider influence to persuade the customer
- Asking better questions to drive value for the customer
- Gently investigating likelihood of status quo in decision making & techniques to drive reasons for change
- Probing the decision making unit, criteria & process
- Increasing closing methods
- Handling objections
- Open Sales Clinic -  
Share your current stalled opportunities & sales dilemmas to get practical solutions to re-ignite them & close !

To book a place, complete the booking form and contact Lorena Stewart on +44 (0)20 8773 5525 or e-mail [lorena.stewart@ppma.co.uk](mailto:lorena.stewart@ppma.co.uk)

### COST:

**PPMA Members; £95 each, Association members; £195, Non-members; £295**



Processing & Packaging  
Machinery Association

PPMA GROUP OF ASSOCIATIONS



British Automation &  
Robot Association



UK Industrial  
Vision Association

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The Marriott Hotel, Eagle Drive, Northampton NN4 7HW

## PROGRAMME:

9:00am	Registration
9:30am	Introduction / Course Starts
10:45am	Coffee break
12:30pm	Lunch
1:30pm	Course continues
3:00pm	Afternoon break
3:15pm	Course continues

## BOOKING FORM - Advanced Selling Skills

I would like to register  delegate(s) for the Training Course on 10th July 2018

<b>COSTS</b>	PPMA Members - £95	<input type="text"/>
	Association Members - £195	<input type="text"/>
	Non-Members - £295	<input type="text"/>
	<b>SUB-TOTAL</b>	<input type="text"/>
	VAT @ 20%	<input type="text"/>
	<b>TOTAL</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, or contact the PPMA on 020 8773 8111. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the training course. 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, course and/or programme.

Company:	<input type="text"/>		
Address:	<input type="text"/>		
	<input type="text"/>	Postcode:	<input type="text"/>
Telephone:	<input type="text"/>	E-Mail:	<input type="text"/>
Booking Authorised By:	<input type="text"/>		
Delegate 1	<input type="text"/>	Delegate 2	<input type="text"/>
Position	<input type="text"/>	Position	<input type="text"/>

## PAYMENT DETAILS:

**Please Note: - Payment is required prior to the start of the seminar, course or training day.**

- Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.  
Please contact **Lorena Stewart** on **+44 (0)20 8773 5525**
- BACS** - Barclays Bank PLC  
Sort Code: 20-24-61  
Account No: 90721220
- Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

**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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