

Effective Sales



Skills for Non-Sales People

22nd January 2019 - DoubleTree by Hilton, Coventry



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

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

Effective Sales Skills for Non-Salespeople



DoubleTree by Hilton Hotel
Paradise Way, Walsgrave Triangle, Coventry CV2 2ST

PROGRAMME:

09:00am	Registration
09:30am	Introduction / Course starts
11:30-11:45am	Coffee
1:00pm	Lunch
2:00pm	Course continues
3:15pm	Tea
3:30pm	Course continues

BOOKING FORM - 'Effective Sales Skills for Non-Sales People' training day:

I would like to register delegate(s) for the Course on 22nd January 2019

TOTAL COST

	PPMA Members @ £95 pp	<input type="text"/>	£
	Association Members @ £195 pp	<input type="text"/>	£
<input type="checkbox"/>	Non-Members @ £295 pp	<input type="text"/>	£
	TOTAL	<input type="text"/>	£
	PLUS VAT @ 20%	<input type="text"/>	£
	TOTAL BOOKING COST	<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:	<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 **Christine Jordan** on **+44 (0)20 8773 5512**
- 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

PPMA Ltd, New Progress House
34 Stafford Road, Wallington, Surrey SM6 9AA
Tel: +44 (0)20 8773 8111 Fax: +44 (0)20 8773 0022
E-mail: christine.jordan@ppma.co.uk www.ppma.co.uk