

12 May 2020 - Hilton Hotel, Manchester Airport

## 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.



### Topics

- \* 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 please contact Melanie Foote on +44 (0)20 8773 5525  
or e-mail [melanie.foote@ppma.co.uk](mailto:melanie.foote@ppma.co.uk)

PPMA Members; £95, Non-members; £295

# Advanced Selling Skills



Hilton Hotel, Manchester Airport,  
Outwood Lane, Manchester M90 4WP

## COURSE DURATION:

Arrival & Registration: 08:30

09:00 start - 16:30 to include breaks & lunch

## BOOKING FORM - 'Advanced Selling Skills' training day:

I would like to register  delegate(s)

<b>COSTS</b>	PPMA Members @ £95 pp	<input type="text"/>	£
	Non-Members @ £295 pp	<input type="text"/>	£
	<b>TOTAL</b>	<input type="text"/>	£
	PLUS 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, 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: .....

Address: .....

..... Postcode: .....

Telephone: ..... E-Mail: .....

Booking Authorised By: .....

Delegate 1: ..... Position: .....

Delegate 2: ..... Position: .....

## PAYMENT DETAILS:

**Payment is required prior to the Seminar or Training day.**

1. **On Account** - Members can pay by account.
2. **Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.

Please contact **Melanie Foote** on **+44 (0)20 8773 5525**

3. **BACS** - Barclays Bank PLC  
Sort Code: 20-24-61  
Account No: 90721220

4. **Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

## Data Protection:

Your personal data will be processed in accordance with the General Data Protection Regulation (GDPR) and may be used to supply you with useful business information.

## Processing & Packaging Machinery Association

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