

Sales 1 - Sales for Non-Sales People

15 April 2020 - Hilton Hotel, Leicester

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

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



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Hilton Hotel, 21 Junction Approach, Leicester LE19 1WQ

COURSE DURATION:

08:30 - Coffee & Registration

Start - 09:00 - 16:30 to include breaks (15 mins morning & afternoon) and lunch (up to 1 hr).

BOOKING FORM - 'SALES 1 - SALES FOR NON-SALES PEOPLE'

I would like to register delegate(s)

COSTS	PPMA Members @ £95 pp	<input type="text"/>
	Association Members @ £195 pp	<input type="text"/>
	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, 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.

*Do you, or any person you are booking for, have an impairment or disability that may require us to make adaptations to this course. If yes, please contact Melanie Foote on +44 (0)20 8773 5525.

Company:

Address:

..... Postcode:

Telephone: E-Mail:

Booking Authorised By:

Delegate 1: Position:

Delegate 2: Position:

PAYMENT DETAILS:

Payment is required prior to the Training day.

- On Account** - Members can pay by account.
- 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**

- 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:
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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