

# Sales 2 -



## Effective Sales Skills: The Next Step

16 October 2019 - Hilton Hotel, Warwick

### Further Boost Your Sales Effectiveness!

This one-day Sales Training workshop is designed to help individuals, business owners and sales team members to refresh/enhance their sales effectiveness in the following areas:

- Reaching target decision makers
- Designing effective call openings to generate curiosity & continue the conversation
- Delivering enticing messages through positive vocabulary
- Developing and using your value proposition in sales
- Using assertive vocabulary to create win/win outcomes (Handling concerns/managing expectations/influence & persuasion)
- Enhancing questioning skills: Open, closed and drawing techniques
- Making effective recommendations
- Closing on next action
- Constructing customer/Prospect friendly responses to your most common objections
- Q & A and action setting

Participants will leave the workshop with written working examples they will have developed and practiced during the session. This will lead to enhanced confidence and an appetite to develop higher value sales opportunities in the workplace!

To book, complete the booking form and return to Christine Jordan +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

# Sales 2 - Effective Sales Skills: The Next Step



Hilton Hotel, Stratford Road, Warwick CV34 6RE

## COURSE DURATION:

Arrival & Registration: 08:30

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

## BOOKING FORM - 'Sales 2 - Effective Sales Skills: The Next Step' 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:** 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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