

# Sales 1 -



## Effective Sales Skills for Non-Sales People

15 October 2019 - Hilton Hotel, Warwick



### 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, 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

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 1 - Effective Sales Skills for Non-Sales People' 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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