

# TOTAL EXCELLENCE CENTRE™



## ‘Client Centred Selling Skills’

*In partnership with*



*Fully Funded by*



**European Union**  
European Regional  
Development Fund

## Course overview

This highly engaging learning experience will ensure professional sales people connect with their clients, to maximise every sales opportunity. From creating a focussed commercial strategy, through to effective client management, these truly interactive two days will give delegates the knowledge and tools to ensure sales success.

This programme, delivered by one of our highly credible and experienced sales facilitators, will make you more effective, confident and efficient and if you are looking to improve your current commercial approach and increase your sales..... This course is a must!!

## Pre-course work

A short activity to get delegates to think about their current approach to sales and marketing.

## Course content

- > The characteristics of high performing teams
- > Buyer Behaviours
- > Competitor Analysis
- > Customer Journey
- > Influencing Skills
- > The Sales Process
- > How to Build and Maintain Rapport
- > Listening Skills
- > Questioning Skills - From Open to Commitment
- > The Soft Facts - The Key to the Sale
- > Presenting Solutions
- > Networking Skills
- > Dealing with Resistance / Closing

**All sales professionals must have this training before they can be truly successful in a selling role**

**Next Course  
'1st & 2nd May 2019'**

*A number of our sales team attended multiple training courses and we have seen excellent results, increasing productivity and profitability across the business.*

*Total Excellence Centre offer excellent value for money and we would not hesitate in recommending their services.*

**Be Logical Ltd**

## About us

For over 20 years, we've been providing highly engaging, innovative, learning & development programmes to SME's and large multi-national organisations throughout the UK and Overseas.

We have built an outstanding reputation, designing and delivering high quality solutions, delivered by people who have lived the business experience and genuinely care about developing others.

Working in partnership with our clients, we get to really understand what they are looking for. This means we design training, coaching or consultancy solutions that's perfectly suited to your needs.

We believe we approach business with a different attitude to most – a 'spark' that means you can expect more than the ordinary!

## To register your interest or for more information

**Call Us:** 0161 274 9292

**Email Us:** [training@tec-uk.com](mailto:training@tec-uk.com)

**Visit Us Online:**  
[www.totalexcellencecentre.com](http://www.totalexcellencecentre.com)

## Celebrating success working with SME's on the Executive Development Programme (EDP) over the last 3 years



**Businesses Supported**

272



**Jobs Safeguarded**

207



**Jobs Created**

221



**Turnover Increased**

£12,041,54

*“Great organisation - the training and support they offer is second to none, with wholly relevant course content to engage teams and improve business performance.”*

**Truth Creative**