

Sales for Non-Sales Persons

This highly practical one day training course is aimed at people who could benefit from understanding the sales process and the basic skills required to sell successfully. Relationships in successful selling, questioning and listening and 'closing' the sale are among the topics covered.

Designed for

Anyone in technical support, production, quality, engineering, customer services, administration, marketing, financial, accounting, legal functions; or any others who are not in sales but are in contact with internal and external customers.

Aim

To ensure participants understand the sales process, and their role and responsibility within it, even if they are not in a typical sales role.

Benefits

Through this highly practical course, delegates will understand the sales process and the basic skills required to sell successfully. Participants will understand the importance of relationships in successful selling, questioning and listening techniques and how to 'close' the sale. Delegates will also develop an understanding of their role in the sales process, and, once aware, they can add considerable value to product/service offer.



The Heads of the Valleys Innovation Programme (www.hovip.org.uk) will provide £50 (for a business) or £100 (for a business less than 12 months old or a social enterprise) based in the boroughs of Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taff or Torfaen to attend this course at any venue. Funding may also be available for bespoke training. Contact the Cardiff University Business Development Team for more information.

Duration: 1 day
Dates: 01 October 2009
24 February 2010
Trainer: Bob Austin
Fee: £161 (Includes lunch and refreshments)

Course Includes:

- Understanding the sales process
- Understanding the purchase decision making process
- Understanding the role of relationships in successful selling
- Techniques to grab and hold attention
- Structuring the sales presentation
- Getting the best result
- Questioning and listening skills
- Handling objections
- 'Closing' the sale

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Short Courses for Professional Development Booking Form 2009



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Please complete one form for each course on which you are reserving a place/s and post or fax to the address above

Course title:	Course date:
Contact name:	Position:
Organisation:	
Address:	Post Code:
Telephone:	Email:
Participant name/s:	

1.	Position:	Tel:	Email:
2.	Position:	Tel:	Email:
3.	Position:	Tel:	Email:

Dietary requirements:
Please identify if you have any specific requirements or need access to particular facilities to attend this course:

How did you hear about the course?

Mailed brochure
 Line manager
 Word of mouth / colleague
 Website
 Cardiff University Choices brochure
 Other: (Please state) _____

What type of organisation do you work for?

Sole trader/Partnership
 Small/Medium enterprise (under 250 employees)
 Large (over 250 employees)
 Voluntary/Charity
 Public Sector

Preferred Payment Method (please tick preferred method):

1 **Cheque** (made payable to Cardiff University) for £.....enclosed

2 **Credit Card:**
 Visa
 Master card
 Switch Issue no.
 Card Number:

Card Expiry date: _____ Signature: _____

3 **Invoice:** **PO Number (if required):** _____

In order for us to raise an invoice we need the booking form authorised
Please send invoice to: (must be completed by authorised personnel below)

Name:	Position:
Signature:	Address:
Postcode:	Tel:
Email:	

N.B. Named participants may be substituted without charge. Fees will be refunded less £40 administration charge (£100 PRINCE2 and MSP courses) for cancellations received 10 working days prior to the start of the course (15 days for PRINCE2 and MSP courses) or earlier. Fees will be forfeited for cancellations after this date. From time to time you may be sent information about courses and events at Cardiff University by post; if you do not want to receive this information please tick the box

Official use only: DR:	Course Code:	Total Payable: £	DSF:
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