



Selling Skills 1- An Introduction to Sales



WHO SHOULD ATTEND

Selling Skills 1 is our entry level sales training course. It is tailored specifically for recently appointed sales personnel. We provide a very practical introduction into the techniques of successful selling and offer a range of proven approaches, tools & methods to suit all individuals.

At LearningTalk we believe that the most effective method of personal development is achieved through :

- Learning the techniques
- Applying these in real life

Because we know this approach really works, for six months following the course, we offer a **free email follow up consulting service** to every participant, to help them apply what they learned and to use their new skills to boost productivity, sales and profit.



Selling Skills 1 is a two day course covering the selling cycle, with modules covering presentation skills, negotiation strategies, time management techniques as well as follow up and after sales care management.

All this is structured around the core concepts of conducting a sale specifically in the Irish market.

Selling Skills 1 - Course Outline



Day 1

What is selling?
Buying or Selling?-Motivation
The Selling Cycle
The Sales Call – Overview
The Sales Call - Detail

Day 2

Negotiating the Deal
Financial concepts to help you sell
Personal Time Management
Forecasting for your Sales Manager
CRM – from customer to client.

Read what some of our attendees thought:

Thorough, comprehensive yet presented in a way that makes it seem obvious. I have already seen the results for myself. I will definitely follow up with the Advanced Selling Course.

John Maher - DELL

We packed a huge amount into two days of presentations & workshops. The follow up after the course is fantastic. I feel as if the people at LearningTalk actually want me to continue to succeed.

Jim Moore - LogicaCMG.

The LearningTalk Selling Skills 1 course opened up new insights for me in the art of selling. The guys presented really practical and useful approaches which have helped me close new business.

Helen - CITCO Bank



Next Course Dates : March 31st / April 1st

Venue : The Ashling Hotel

Ashling Hotel, Parkgate Street, Dublin 8
Tel: +353 1 6772324
Fax: +353 1 6793783
email: info@ashlinghotel.ie

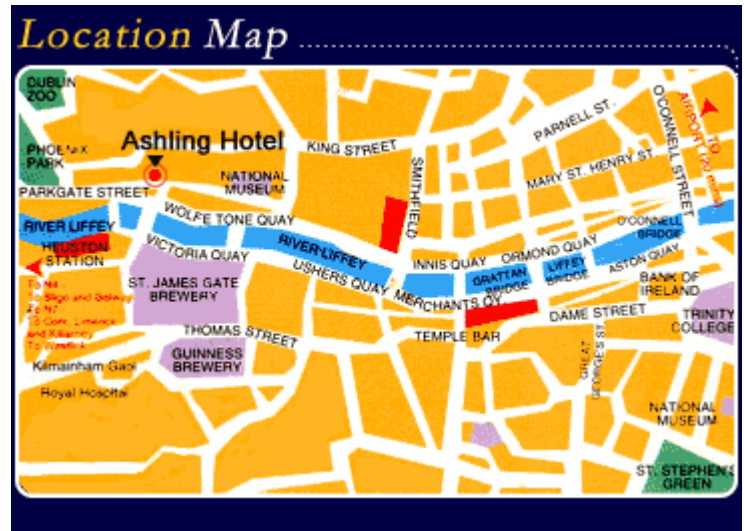
- Private secure multi storey car parking adjacent to hotel
- Free car parking available to residents
- Nominal charge per hour for non-residents
- 150 spaces - Limited Coach parking

By car : 5 minutes drive from O'Connell Street (Dublin's Main Street) westwards.

By bus : Regular Bus service to/from city centre. Bus stop adjacent to hotel.

By train : Heuston Intercity Railway Station. 2 minutes walk from Heuston Intercity Railway Station serving the South and West of Ireland. Connolly Intercity Railway Station, serving the North and West of Ireland. There is a frequent "Rail-link" public bus service from Connolly Station to Heuston Station.

Dublin International Airport : Frequent "Airlink" public bus service from the airport To Heuston Railway Station across from the hotel or 20 minutes by car.



LearningTalk : **Training**, **Consultancy**, **Web Site Design**, **IT Audits**

LearningTalk **Training** courses run on a range of management and self development topics, a selection of which are shown here. Courses can be run publicly (hotel-based) or in-house at your premises, depending on requirements, and content or whole new courses can be tailored to specific requirements as needed. Please contact us any time to discuss options or courses you would like us to prepare and present to your staff.

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| <input type="checkbox"/> Selling Skills | <input type="checkbox"/> Small Business Computer Essentials |
| <input type="checkbox"/> Managing People Through Change | <input type="checkbox"/> Marketing Your Business on the Internet – For Free! |
| <input type="checkbox"/> Project Management | <input type="checkbox"/> Various Internet Skills Courses |
| <input type="checkbox"/> Team Building | <input type="checkbox"/> Microsoft Office (Word, Excel, Powerpoint, Outlook) |

LearningTalk's **Business Consultancy Services** draw on the wide experience of our Directors to assist businesses in clarifying their objectives, realising changes effectively and making best use of the resources available to them.

We have **Web Site Development** expertise to either create or refresh your website, turning it into a powerful and effective shop-window for your business. A well designed website will attract customers and provide an easy source of information about your business which is available to all your customers, 24 hours a day.

Our **IT Audit** service will give your business a thorough, objective assessment of your IT set-up, highlighting any areas of risk which might compromise your business effectiveness. Call us to book your IT Audit today!

Telephone us on **086 384 3670**, email joe.houghton@learningtalk.com or click to www.learningtalk.ie