



Business Training Experts

Sales Presentation Skills

Programme Overview

- Improve the organisation's performance through a thorough knowledge of customer behaviour and attitudes.
- Deliver improved sales through use of a positive attitude.
- Build a professional approach to presentation, selling and listening skills.
- Increase sales of existing customers and add new ones through effective territory management.
- Create a SMART sales plan that delivers growth for the organisation.

Programme Outline

- Understanding the psychology of buying
- Putting the customer first
- The five steps to a sale
- The elevator pitch
- Selling features and benefits
- Closing the sale
- Linking and cross selling
- Developing a SMART sales plan

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