

BUSINESS SOLUTIONS - ESSENTIAL BUSINESS SKILLS

SALES AND MARKETING SHORT LEARNING PROGRAMME: SALES TRAINING – FIVE SOLUTIONS IN ONE WORKSHOP

ALIGNED TO SAQA UNIT STANDARD ID: 10113 - SET SALES PROCEDURES AND POLICIES TO MEET BUSINESS STRATEGIC PLAN; 115845 - IMPLEMENT SALES AND MARKETING STRATEGIES; 7877 -PLAN, IMPLEMENT AND EVALUATE SALES DEVELOPMENT ACTIVITIES; AND 259886 - CONDUCT SALES AND SUPPORT SERVICES

**Duration:
2 DAY PROGRAMME**

When you think of a natural salesperson, you probably imagine a smooth talker quick to answer your questions before you even have them and within a few minutes, you’re completely sold on a product you’ll never use, but the very best salespeople aren’t always the slickest talkers — they’re actually the most effective listeners. Instead of ignoring the client and trying to stay one step ahead, an effective salesperson carefully listens to the client’s needs to really identify with them, but like any skill, even naturally adept salespeople need to hone their skills through consistent sales training. This programme will do just that. It will help educate and develop your sales force by going through the habits of effective sales techniques.

Programme overview:

- Design, develop, implement, monitor and review sales procedures and policies
- Interpret, implement and monitor the sales, or marketing strategy
- Analyse and interpret information in order to plan, implement and evaluate sales development activities, and communicate with staff and clients to ensure activities are successful, and contribute to revenue generation for the organisation
- Conduct sales in a specific industry by presenting the products and services to the customer in such a way that is conducive to a successful sale and acts in such a manner to enhance the image of the specific retail industry

The following are included in the Course Fee:

Tuition, student support and research supervision, any assessments that may be completed	
Meals	
Certificate of attendance	
TOTAL	R 2500.00

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I, (student/payment sponsor), acknowledge that I understand the information stated in this document.

Date: Signature:

This Information Sheet forms part of your enrolment contract

The content of this information sheet is subject to change without notice due to legislation, market requirements or any other reason. ELMI reserves the right to change the programme subject matter without notice.

ELMI 231 Oxford Street Southernwood East London 5201	Tel: 043 742 0235 Fax: 043 742 0237 Email: info@elmi.co.za Web: www.elmi.co.za	P.O. Box 18458 Quigney East London 5211	East London Management Institute (Pty) Ltd. Reg No: 2008/021076/07	QCTO Accreditation: Skills Development Provider Accreditation no: QCTO NATED/14/0062
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