



BUSINESS SOLUTIONS - ESSENTIAL BUSINESS SKILLS

SALES AND MARKETING SHORT LEARNING PROGRAMME: SALES TRAINING – BUILDING RELATIONSHIPS FOR SUCCESS IN SALES

ALIGNED TO SAQA UNIT STANDARD ID: 10067 - DEVELOP CUSTOMER NEEDS AND RELATIONSHIPS

Duration:
1 DAY PROGRAMME

A key to successfully sharing and selling a product, service or idea, is to ask questions and then listen quietly and carefully to the answers. Many of us try too hard to convince people to buy instead of discovering what our future customer or client really wants, needs and desires from us. Building win-win relationships means remembering that it is not about what we want but what the other person wants. This workshop will hone in on the relationship building skills that when used regularly will have you increasing sales and creating satisfied loyal customers.

Programme overview:

- Initiating interpersonal communication with sales customers
- Assessing and responding to customer needs
- Maintaining and improving customer relationship

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 1250.00

.....
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.

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