



**BUSINESS SOLUTIONS - ESSENTIAL BUSINESS SKILLS**

**SALES AND MARKETING SHORT LEARNING PROGRAMME: SALES TRAINING – SELLING SMARTER**

**ALIGNED TO SAQA UNIT STANDARD ID: 259918 - EVALUATE PERSONAL SALES PERFORMANCE IN THE RETAIL INDUSTRY**

**Duration:**

**1 DAY PROGRAMME**

44% of salespeople give up after one follow-up and 80% of sales require five follow-ups.... Too often we give up after one follow-up email ... despite data proving that *multiple* follow-ups are required. Yet persistence is only one lesson that can be learned from following sales statistics. Use this workshop to assist you to sell smarter, stop wasting time on useless tasks, and start closing more deals in less time.

**Programme overview:**

- Evaluate information for forecasting sales against company expectation
- Make and record sales forecasts based on market factors
- Monitor and evaluate previous own sales performance against own forecasts

**The following are included in the Course Fee:**

Tuition, student support and research supervision, any assessments that may be completed	
Meals	
Certificate of attendance	
<b>TOTAL</b>	<b>R 1250.00</b>

.....  
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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