



Cymorth Hyblyg i Fusnes
Cychwyn. Tyfu. Llwyddo.

Flexible Support for Business
Start. Grow. Prosper.

Effective Selling Skills Made Easy

Most small business people are very good at producing their chosen product or service, but when it comes to selling it, then that is a different story. Prospecting for customers can be difficult, but it is what you do when you are stood in front of them that is the real challenge. Business in Focus has designed a short sharp selling workshop that covers the important elements of the four crucial parts of effective selling:

- Product knowledge
- Selling tactics and strategies
- Positive attitude
- Setting goals

Particular attention will be given to how to open the sale, overcome objections and close the sale.

Selling is not something you need to fear. Selling is something that we all can enjoy and be very good at. The Effective Selling Skills workshop is delivered in a relaxed and informal way.

Duration: 3 hours

Cost: FOC* (certain to eligibility)

For further information on this Business in Focus workshop, and to book your place, please call the enquiry team on **0870 950 90 90** or email enquiries@businessinfocus.co.uk

*Through Welsh Assembly Government funding you may be able to attend this course free of charge – please ring our enquiry team on **0870 950 90 90** to check eligibility.

For companies which are not eligible to attend free of charge there is a charge of £30 + vat per delegate.