

**TWO NEW
DATES!**



AN INTRODUCTION TO SALES

Perfect for anyone in your team who speaks to customers but has never had any sales training - or for colleagues who want to refresh their skills:

Proposals Engineers
Service Engineers
Sales Engineers

Internal Sales
Aftermarket Teams
Accounts

Apprentices
Export Teams
Project Teams

A SHORT COURSE DESIGNED
ESPECIALLY FOR SHAPA MEMBERS

TUESDAY 15TH JULY - BLACKBURN
THURSDAY 6TH NOVEMBER - MILTON KEYNES



UNDERSTANDING RELATIONSHIPS

Grab attention and build rapport whilst understanding the importance of listening



QUALIFICATION & QUESTIONING

Understand how to question to dig deeper and unearth the key information you need to succeed



BUILDING VALUE

Learn what makes your service of value, the types of value and how to best communicate it



OBJECTION HANDLING

Handle objections with confidence in various ways

**DELEGATE
FEE:**

£275+VAT
FOR SHAPA
MEMBERS



SCAN TO BOOK 15TH JULY



SCAN TO BOOK 6TH NOVEMBER

TUESDAY 15TH JULY 09:30 to 16:30
Geek HQ, 1 Cathedral Square,
Blackburn, BB1 1FB

THURSDAY 6TH NOVEMBER 09:30 to 16:30
Kents Hill Park Training & Conference
Centre, Milton Keynes, MK7 6BZ