



SALES FOR NON SALES PEOPLE

Perfect for customer-facing staff that have never had any sales training or for colleagues who want to refresh their skills.

**DELEGATE FEE: £275+VAT
FOR SHAPA MEMBERS**

With *Jonathan Whitby*

WEDNESDAY 19TH MARCH



UNDERSTANDING RELATIONSHIPS

Grab attention and build rapport whilst understanding the importance of listening

Expect genuine insights that you can apply immediately



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

SCAN TO BOOK YOUR PLACE



OBJECTION HANDLING & CLOSING

Handle objections with confidence in various ways and learn how to close like a geek!



WEDNESDAY 19TH MARCH 2025
09:30 to 16:30

**Stapeley House, London
Road, Nantwich, CW5 7JW**