

Selling Skills Masterclass

The salesperson is often characterised as a pushy, foot in the door wheeler dealer however the reality of effective selling is very different.

This Masterclass will demonstrate the skills and behaviours which contribute to successful selling and allow you to reflect on your own style so you can become even more effective.



£ 199+VAT  9 March 2023  9.00am - 4.30pm  Reach Conference Centre, Pride Park, Derby

Successful salespeople have excellent listening and communication skills and get on well with a wide range of people. Of course they are tough and resilient, but they are not so thick skinned as to never take no for an answer – and they learn from rejection.

You will learn an approach known as consultative selling which puts the customer's needs, not the salesperson's product, at the heart of the sale by:

- Asking lots of relevant and insightful questions
- Provide customised, not generic, solutions
- Holding highly interactive sales conversations

Learning Objectives

- To develop and practice a consistent and structured approach to selling
- To understand the behavioural and communications issues of the selling process
- To be capable of dealing successfully with a wide range of customers
- To improve selling success rates and the ability to develop long-term customer relationships



The Facilitator

Richard Beevers has sold at all levels from door-to door to multi-million pound outsourcing deals. Richard believes strongly in selling through trust, understanding and empathy. Prior to founding Customer Plus, Richard was Marketing Director of Capita Symonds, a major property and engineering consultancy, with 3,500 people and annual revenues of £350M. He is widely experienced in sales management, coaching and training.

Booking Information

Date: Thursday 9 March 2023 - 9.00am arrival (for 9.30am start) - 4.30pm finish.

Address: Reach Conference Centre, Riverside Court, Pride Park, Derby, DE24 8HY.

Cost: £199 plus VAT including refreshments, lunch and Selling Skills Manual.

Payment: By Invoice.

To book, or for more information, please call 01332 840422
or email Jessica.Flewitt@customerplus.co.uk