



## **The Secrets of Selling in a Competitive Environment**

**1 day course**

Selling has changed in recent years. It is an exciting and dynamic profession yet it is often misunderstood and underrated. The archaic view of an untrustworthy 'dealer' has been replaced by a new generation of sales professionals. This programme is designed to help participants understand and exhibit the traits of the new successful salesperson.

### **Style of delivery**

The course is very interactive and practical. Attendees will have the opportunity to practice new skills as well as refresh old ones and plan how to put this in to action as soon as they return back to the workplace.

### **Content**

The course covers, amongst other areas:

- 'The good, the bad and the ugly' of selling
- How to use different types of selling for different situations
- The psychology and principles of selling - the steps of a successful sale
- Recognising the difference between features and benefits of products and services
- Identifying and presenting the competitive strengths of your products and services so you can be proactive in handling objections and more successful in asking for the business
- How to close a sale
- Identifying ways to win business more effectively.

### **What others have said about this course**

*"This course will make a massive difference to the way you think about and approach sales within your business."*

*"This course is very useful to both new and experienced sales staff."*

*"Very information and clear, relaxed and fun to engage in."*

**To find out more or to book this course for your team, call us on  
01536 215240 or email [emma@gatewayhr.com](mailto:emma@gatewayhr.com)**