



HCT

Progressive, Innovative & Interactive Training



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Programme Details

Programme Title	Selling Skills
Duration	2 Day
Accreditation	Certificate of Attendance
Number of Learners on programme	16
Specific Entry/Access and Exemptions Requirements:	No Entry Requirements required for this programme
Who should attend this course:	People involved in and looking to improve their ability to Sell a Product or Service

Selling Skills

Programme Aim: To provide learners with the opportunity to develop the knowledge, skills and competencies necessary to empower sales agents to conduct, face to face and telephone sales negotiations. It focuses on the skills and knowledge required to empower sales people to plan, prepare and execute sales.

Participants of this programme will:

- Cultivate negotiation skills that will enhance their chances of business success
- Acquire the skills to prepare and plan effectively for a sales negotiation
- Develop an awareness of strategies to deal with people in a customer organisation.
- Cultivate a persuasive style of conducting a professional sale negotiation
- Understand how customer behaviour can influence the negotiation strategy
- Explore ways to identify and deal with common barriers to achieving a sale.
- Principles of Persuasion

Programme Content

- Preparing for the negotiation
- KYC
- Telephone sales v Face to Face
- Conducting the negotiation
- Developing consensus
- Handling objections

Delivery Method	Buzz Groups, Experiential Learning, Self Directed Learning, Learner Centred
Certification Required	Learners will be required to demonstrate their understanding of the content of the programme through a range of tasks including role play, exams and practical assessments
Certification	On Completion participants will receive a Certificate of Attendance
Progression Route	FETAC Level 6 in Sales Negotiation
Specific Support Available	A range of accommodations and supports are possible according to specific needs. This programme comes with a very comprehensive manual as an excellent source of reference after the programme. HCT are committed to providing support to learners where/when it is required. In all cases, participants will have to complete a reasonable accommodation request, for more information.
Trainers	Our trainers that deliver this programme consists of industry professionals with a passion for training, this experience provides them with up to date industry practices, which is energetically delivered to learners.
Required fluency in generic skills	Generally learners engaging in learning activities are ready to take on a new task in a personal capacity or role. Learners can follow direction and are moving towards independent learning. Learners will have the ability to read basic short text in a non-supported environment and will be able to make sense of quantitative information within a familiar setting or unfamiliar task in a familiar setting.

Selling Skills Certificate of Attendance