

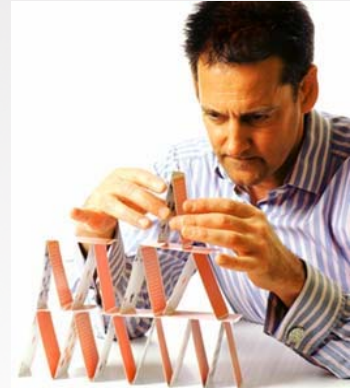
# Bespoke Sales Training

**Your product, your market place and your problems are unique. So why use standard sales training programs and methods to develop your team?**

TLC have developed a modular approach to training - where you choose the topics covered depending upon the issues you face within your business.

Below are some of the common modules from our sales training and development programs. Each module typically lasts for sixty to ninety minutes and modules may be combined to create tailored training programs for you and your staff.

Developing the confidence, skills and abilities of your staff can often seem to be like building a house of cards. So, make sure you start with a solid foundation built with TLC training programs.



## Introduction to Selling

- Effective Communication
- Building Relationships
- The Buying Process
- Cold Calling
- Structuring a Sales Appointment
- Questioning Techniques
- Qualifying Opportunities
- Offer Analysis
- Presenting Your Offer
- Handling Concerns
- Gaining Commitment
- Time Management
- Territory Management
- Presentation Skills (One to One)

## Advanced Selling Skills

- Negotiations
- Key Account Management
- Buyer Motivation
- Key Account Management
- Financial Awareness
- Selling to Groups & Committees
- Proactive Selling
- Effective Database Selling
- Demonstration Technique
- Attitude and Visualisation
- Field Sales Management
- Marketing Communications
- Product Launch
- Presentation Skills (One to Many)