



According to the Quarterly Business Review December 2010 Business Expectations Survey, 21% of firms perceive skilled labour issues to be an issue and significant barrier to sales growth in 2011. In addition, Hays Consulting reports that in response to Australia's strengthening economy, employers are adding to their sales teams and are looking for Business Developers with a proven ability to generate new business. Now is a great time to polish your sales skills or to move into a sales career. Now is the time to develop your sales skills and achieve career success!

This program is recognised in Australia as the benchmark qualification for professional sales. It will provide you with the skills and knowledge to become an exceptional sales professional. For employers, this program will give your staff a range of practical tools that are focused on delivering exceptional sales service that will drive higher business returns.

Program Content

- Understand and explore the sales cycle
- Explore different communication styles and how to adapt to other styles as well as a range of communication strategies to encourage and enhance client interaction
- Consider the basics of building positive relationships
- Clarify what you are selling - design an 'elevator' pitch with confidence and your unique selling proposition
- Understand the difference between benefits and features
- Become self-motivated to remain positive and focused
- Research and plan the structure of a face to face session or a telephone or electronic sales consultation
- Practice and apply effective questioning techniques to identify your customer's needs
- Enhance your negotiation skills to advance the sale and become a power negotiator
- Develop strategies and techniques to overcome objections to close the sale and deal with primary and secondary objections and handle 'stallers'
- Develop the confidence to influence others
- Create a sales presentation with the 'wow' factor
- Develop networking skills and foster customer relationships.

Who is it Designed For?

This program is suitable for experienced sales professionals seeking to further develop their skills and knowledge including sales representatives and agents, customer service professionals and others seeking to develop a career in business sales.

Program Structure

This program has been re-designed and updated to provide you with the skills, knowledge and comprehensive toolkit to apply these skills in the context of your clients' requirements and to realise your career success in Sales.

This qualification comprises 10 units and this is designed to ensure participants gain the necessary skills and knowledge to ensure the business gets a return from its investment in marketing and turns demand into sales.

Units include:	
BSBREL4082A	Build client relationships and business networks
BSBMKG413A	Promote products and services
BSBPRO401A	Develop product knowledge
BSBCUS402A	Address customer needs
BSBSLS402A	Identify sales prospects
BSBHSL404A	Analyse consumer behaviour for specific markets
BSBSLS403A	Present a sales solution
BSBSLS501A	Develop a sales plan

Price \$1,595

*(Payment plans
available)*

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