



Sales and Customer Awareness

An interactive 2-day workshop specifically designed for the scientific, healthcare and technology industries

This course will provide delegates with a thorough understanding of how to interact effectively with both customers and colleagues in order to make a positive contribution to the entire sales process. Your employer will benefit from increased continuity, greater confidence among staff, and satisfied customers, and more repeat business. The learning experience is highly interactive and places strong emphasis on practical outcomes.

Benefits

- ✓ Understanding and **commitment** to the roles and responsibilities within the sales process
- ✓ Greater **customer satisfaction**
- ✓ Improved **communication skills**
- ✓ Increased **team working** effectiveness
- ✓ **Reduced** internal conflict
- ✓ Improved **productivity** and **sales results**
- ✓ **Effective** use of demonstration resources
- ✓ Definitive and time-bound **action plans** you can implement immediately in your work
- ✓ Eligibility to receive ongoing **mentoring** and advice at no extra charge.

Your Trainer



Steve Cole has over 20 years experience of managing sales teams, and implementing sales & management development programmes in the scientific, healthcare and technology markets.

His approach is challenging yet enjoyable.

Steve has considerable international experience having worked throughout Europe, North America and the Far East

Who should attend?

- ⇒ Product Specialists and Product Managers
- ⇒ Application and Engineering Support Specialists
- ⇒ Demonstration Specialists
- ⇒ Field Service Managers and Field Service Engineers
- ⇒ Internal Sales Administrators
- ⇒ Customer Service Managers and their teams
- ⇒ Credit Control Managers and their teams

Pricing and dates

See website for details

Price includes all course material and refreshments

Please note this course is non-residential

Methodology

The course will consist of two 1-day workshops separated by a period of about a month during which specific project work will be undertaken and reviewed.

Places will be limited to 8 delegates in order that the focus can be on practical outcomes which provide a **lasting** benefit. There will be a heavy emphasis on:

- ⇒ Understanding the customer requirements
- ⇒ Team dynamics and development
- ⇒ Practical application of key learning points
- ⇒ Role plays to practise the important elements of the job

For further information or to reserve your place on this important workshop, call 01728 638544