



## Selling a Service

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

Selling a service is different from selling a product. In many ways it is harder to demonstrate a tangible benefit and to communicate the value of your offering. This programme explores why, and offers solutions as to how you should go about selling a service. It is suitable for both new employees and more experienced sales professionals.

The focus is on processes as well as skills in order to provide a lasting return on the training investment. The employer will benefit from increased profitability, more accurate forecasting, greater confidence among staff, and satisfied customers.

### *Benefits*

- ✓ Full understanding of the **selling and buying process**
- ✓ Be able to open, lead and **control** the discussion
- ✓ Improved **communication skills** in order to fully understand the customer's requirements
- ✓ Present your service and **differentiate** it from the competition
- ✓ Handle all common **objections** and focus the customer on value, not price
- ✓ Know how to gain **commitment** and close the sale
- ✓ Reduce **discounting** by effective negotiation
- ✓ 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 and service 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?*

- ⇒ Newly recruits in the sales profession
- ⇒ Experienced sales professionals with no formal training
- ⇒ Contracts managers
- ⇒ Managers and staff with direct customer contact in a service environment
- ⇒ Field Service Engineers with responsibility for selling service contracts

## *Methodology*

The course will take place over two consecutive days. There will be case studies and role plays to practise the key elements of the job. You will also develop practical projects to implement in the workplace.

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
- ⇒ Practical application of key learning points
- ⇒ Role plays to practise the important elements of the job

## *Pricing and dates*

### **See website for details**

Price includes all course material and refreshments

Please note this course is non-residential

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