



...helping you to focus on what you do best
sales & marketing - for Professionals

Selling probably wasn't what you had in mind when you studied and trained –but selling is a hard fact of life for any business. This one day workshop will motivate you and your team to set and achieve extraordinary goals, you can apply to YOUR business.

Your time is money. Designed specifically with 'Professional' in mind, this highly interactive workshop based on proven results, will provide your business with the tools & tips to boost your profitability.

Bring along specific challenges, so you make it a successful 'working day'

Programme

morning session

0915 - *Registration and Coffee*

Introduction

- Eliminating the myth of selling

Opening Doors & Lighting the Fuse

- Appreciate how you're perceived
- Develop your powerful 15-second commercial
- New Prospects –by referral
- Finding & Speaking to the Right Person
- Ice Cold Nothing to Red Hot Something

1300 *Lunch*

afternoon session

Engineering a Win

- People hate to be sold to but LOVE to Buy
- Selling isn't Telling

Handling Objections and Closing the Sale

- Golden Rules for handling Objections
- Discover key Techniques for closing a sale

Marketing –not just logo & branding

- Power Words & Phrases, and what to avoid
- How any professional can write copy
- Quality v Quantity

Summary –The Fundamentals of Success

1615 - *Close (Optional Q&A Session continues after)*

" brings to the business world the insight of a knowledgeable technician and to the technical world the insight of a business leader. This is a phenomenal mix when applied to the business strategy as they help maintain the balance between what is possible and what is profitable".

Andrew Langridge, UK Sales Manager, Galorath International

Note: Due to the highly interactive nature, numbers are restricted to only 12 delegates.

Cost of Each Booking £295 +VAT (£50 Discount For Chamber Members)

Aston Business School Conference Centre, Birmingham includes Lunch, Refreshments & Free Parking

See web site or Events card for dates and book online at www.adurasys.com or complete booking form in company brochure

Adurasys Events One Victoria Square Birmingham B1 1BD
Tel: 0121 616 0575 | Fax: 0121 616 0576 | Email: info@adurasys.com