

## Winning Business through Face to Face Selling

This workshop is aimed at anyone who wants to improve their face to face selling skills. Building trust and long term relationships with clients only really happens when you meet them and spend time with them. In a tight and highly competitive market, clients have a choice and how well you run a meeting could mean the difference between them choosing you or your competitors.

### WHO SHOULD ATTEND?

- Sales executives and account managers who primarily develop business on a face to face basis
- Sales people who are about to start going out to see customers
- Sales people who have no formal training in this area

### WHAT WILL YOU LEARN?

The workshop will take you through a structured approach to running an effective client meeting, particularly focusing on how to build rapport, how to explore the client's needs, how to present your company in a professional and credible way and how to ensure you get results.

### COURSE CONTENT

- ✓ how to overcome objections when selling the idea of a meeting to a client
- ✓ what to plan and prepare before going to a client meeting
- ✓ a structure for running a meeting effectively
- ✓ the importance of non verbal communication in a face to face meeting
- ✓ the importance of questioning skills, listening skills and benefit selling skills in a meeting situation
- ✓ how to handle any objections that may come up in the meeting
- ✓ the appropriate use of visual aids to add impact to the meeting
- ✓ how to close the meeting effectively, manage timescales appropriately and follow up the meeting in writing

### TRAINER

Tracy Powley is an experienced sales and management trainer. She has worked in a sales environment for her whole career, starting with a large business publishing house, managing a team of telesales executives. She then moved to Australia for 2 years with responsibility for launching a new business magazine and building a team of sales people. Returning to the UK, she joined a start up recruitment consultancy which she helped to grow and develop over 6 years, taking the company from 3 to 50 people and building the most profitable division in the company. For her final 2 years there, she was a partner in the business, managing growth and development from a

more strategic point of view. She moved into training in 1998, gaining a training qualification through the CIPD (Chartered Institute of Personnel and Development) and now co runs her own training consultancy.

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#### **COURSE INFORMATION**

Venue: Chamber of Commerce, 53 Bugle Street, Southampton  
Duration: 9.15am - 4.30pm

Lunch and course materials provided

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#### **RELATED COURSES**

**Terrific Telephone Techniques**  
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