



**ARIVU**  
Empower • Innovate • Perform

## **New to Sales (1-day)**

This one-day interactive workshop will provide you with an understanding of the sales environment and give you basic skills required to meet client challenges.

It is ideal for any member of administrative and support teams working in a sales organisation. Whether your contact is written, on the phone or face-to-face this course will provide the basic understanding of the sales process and sales psychology so that you won't ever feel out of place.

### **By the end of this course you will be able to:**

- Understand the psychology behind the modern day purchasing decisions that your customers make.
- Recognise how to make positive connections with every customer every time.
- Develop basic sales skills.
- Handle every objection professionally and productively.
- Manage challenging customer behaviour.
- Understand customer needs.
- Promote your own organisation.
- Be aware of your strengths and limitations.
- Prepare a personal development plan.

### **What you can expect to gain:**

#### **Understanding Sales**

- Why people buy and how we sell. The principles of selling, influencing and persuasion
- What is a sales process?
- The profile of a sales person

#### **The Basic Skills**

- Why we need to question
- Active listening – not an option
- Building your confidence and keeping motivated
- Basic sales techniques
- Basic influence and persuasion skills
- Building rapport with customers

#### **Your Role in Sales**

[www.arivu.co.uk](http://www.arivu.co.uk)

**Innovative & Impactful Coaching & Consulting Services  
To Transform Your Business**



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- Identifying new business opportunities
- Customer retention
- Promoting your organisation

### **Understanding Customers**

- Why the customer is always important but not always right
- What does the customer need?
- How you can help with customer relationships
- You are a customer

### **Personal Development**

- What you will change back in the workplace
- What else do you need
- Next steps

If you require any specific training or coaching skills to suit your specific needs, then we can tailor-make it just for you. Just call us on our number 087 123 76 767 for a chat.

### **What others have said about these courses:**

*“A very comprehensive and practical course on sales. I was fascinated how impactful human psychology makes in improving sales communications”.*

Jackie Morjaria, Toshiba

**To find out more about this course or to enquire about prices, training dates and locations, please contact us on **0871 237 6767** or email us at [info@arivu.co.uk](mailto:info@arivu.co.uk)**

[www.arivu.co.uk](http://www.arivu.co.uk)

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