

# Make your Business Shine

## Essential Sales and Commercial Awareness Workshop. Get the most from every contact with every potential and existing customer.

### What will be covered in the workshop?

- Identify a purpose, target outcome and agenda for each meeting with customers and future customers.
- Identify the commercial portrait of your business and convey this within your actions and behaviour.
- Develop a sales approach which can be consistently applied, whilst remaining true to yourself.
- Identify opportunities for the future, during each meeting with customers.
- Build relationships by building rapport
- Accurately capture key meeting details to build a comprehensive customer profile.
- Confidently undertake all activities within your sales role.

### How much does it cost?

£600 plus VAT, per business, for up to eight participants. Any additional learners, will be charged at £50 per head.

### How is the programme delivered?

A one day workshop, held at our Gilberdyke Training Centre. Designed for busy people, our hands on workshop will motivate you and provide you with more confidence, increasing your capability within your sales role.

Talk to us about your business and cultivate your financial potential.



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