

# Skills and Training



## Selling Essentials

### Course Content

This short course is designed for employees who want to improve their sales skills and maximise sales opportunities.

Selling essentials will provide attendees with the skills to increase sales through building trust with customers and clients, asking better questions, professionally presenting products and/or services solutions, overcoming common sales objections and closing the sale.

### Who should attend?

This course is designed for all people working in the 'front-line' of business selling products and/or services:

- Sales people
- Customer service staff
- Receptionists

### Delivery Information

Duration: 2 hours

Locations: State-wide

N.B. Workshops can be customised and delivered on site for a minimum of 8 employee

### Course Content

This workshop looks at various techniques and strategies to increase sales including:

- What is selling?
- Fundamentals of selling
- Effective communication
- The psychology of selling
- Why people buy and don't buy
- Up-selling and cross-selling

### Investment

\$140 TCCI member

\$210 non-member

Call today to discuss your training needs including onsite or customised delivery or email [training@tcci.com.au](mailto:training@tcci.com.au)