

**CONVERTING ENQUIRES INTO BUSINESS**

<i>Course Code(s)</i>	<i>Course Date(s)</i>
CEB	14 <sup>th</sup> May 2013

<b><i>Main Aim and Key Benefits:</i></b>	<p>In the current economic climate success in securing business requires a range of selling and negotiating techniques.</p> <p>This participative one day programme enables delegates to review their selling and negotiating skills and prepare personal action plans for taking the business forward.</p>
<b><i>Course Content</i></b>	<ul style="list-style-type: none"> <li>• Your proactive role</li> <li>• Importance of preparation</li> <li>• Structuring your enquiry call</li> <li>• Effective questions</li> <li>• Selling points of your product</li> <li>• Handling price resistance</li> <li>• Closing the sale</li> <li>• Following up your enquiries</li> <li>• Personal action plan</li> </ul>
<b><i>Training Methods:</i></b>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Group discussions and exercises</li> </ul>
<b><i>Who will benefit from attending:</i></b>	All those who are involved with selling the college's facilities for conferences and events
<b><i>Duration:</i></b>	1 day
<b><i>Certification:</i></b>	OBT and Progressive Training
<b><i>Fee (excl VAT):</i></b>	£167.50
<b><i>Training Provider:</i></b>	Progressive Training