



## **SALES TRAINING WORKSHOP FOR THE START- UP BUSINESS**

**A series of 3 modules providing 8 hours of training.**

Delivered by Oxford Sales Consultants

**Sales Plans:** get a plan in place for the next 1-3 years

To get the business moving the owners need to think about sales. Where are they going to get sales from? What is the budget for selling and marketing? If they advertise, where and when should they do it? Who is the ideal customer?

Hints and tips on how to get going and how to make a plan that works for the smaller business.

**General Sales Training:** sales for non- sales people

This is based upon asking the potential customer good questions, listening, knowing when to make a pitch and when to ask for the business. This module would give an awareness of the sales process and provide an approach which would be a guide when talking to buyers or customers. It will build confidence in selling and making a proposal.

It covers opening, positioning, questioning and listening, closing, follow-up.

**Negotiation:**

This module provides general knowledge about the negotiation process and how to get the most from your meetings with customers and suppliers. It will help you to create win-win outcomes and maintain your profitability.