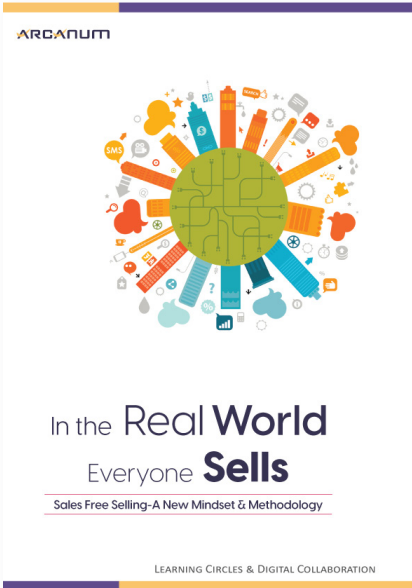


'In The Real World Everyone Sells'

Selling For Non-Salespeople

VIRTUAL WORKSHOP WITH PRE & POST MODULES
USING THE WIZTANGO DIGITAL LEARNING PLATFORM



A CUSTOMISABLE DIGITALLY BLENDED
TWO WEEKS VIRTUAL COLLABORATION LEARNING EXPERIENCE

SELECTED TOPICS & MODULES

STRUCTURED
SALES PROCESS

HOW TO ASK
QUESTIONS

NON-VERBAL
COMMUNICATION

CONVERSATION
VS. SELLING

UNDERSTANDING
OBJECTIONS

UNIQUE SELLING
POINTS

FEATURES &
BENEFITS

UNDERSTANDING
AUDIENCES

UNDERSTANDING
'COGNITION'

UNDERSTANDING
'LANGUAGE'

CHANGE THE
CONVERSATION

INSIGHT
SELLING

With sales being so important in most organisations, it is always helpful if people who are not actually in a sales role help with the selling effort.

Typical scenarios are trying to convince a manager to develop a new product, introduce a new system into a team, or even coming into contact with clients and having the opportunity to sell products and services. For these occasions it helps to have a basic understanding of the sales process; but without all the pushy sales tricks, even if you don't work in a formal sales role.

Knowing how to sell is a great ability to have, and it's one that's sure to be respected strongly within your company. In The Real World Everyone Sells is a course that teaches a Solution Selling approach for all Non-Sales People to help them through the minefield of successful selling. The course is suitable for all types of professional executives.