

'How to Sell Better in a Tough Market'

28th of March, 2011.

TRAINING CONTENTS

by the end of the course delegates will be able to:

- Truly get to know your market place and how to position yourself in the market place today
- Understand better where the problem areas your clients are facing in these hard times, and be very clear about how you're able to solve them
- Increase your personal branding and match yourself against only the best individuals in your market
- Become more proactive rather than waiting for recession to end
- Become a 'student of your marketplace' and truly know where the opportunities are. Every recession throws up opportunities.
- Build lots more value in to your service, so you have a more comprehensive list of offerings, and know how to position them in the market today
- Having to negotiate on fees, how to get something in return that will add value in the long term
- Get better disciplines in place and make sure you get the very best out of your time
- Work smarter with your own clients and build in more value
- Work harder at developing relationships
- Focus on long term goals rather than short term depression

TARGET AUDIENCE OF THIS TRAINING

This training course is designed for sales professionals at any level looking to get motivated in the sales process and get real results! Delegates will leave feeling excited about selling in to 2010!

CONSULTANT

Andy Partridge Presenter & Trainer

Andy Partridge is a sales trainer with experience in both theoretical and practical parts of sales.

In his past, Andy had worked for more than 10 years in recruitment industry delivering great results.

As a trainer Andy has already worked for more than 12 years, training both in the UK and overseas delivering seminars and in-house training. He has trained lots of companies in such industries as Banking, Recruitment, PR, Pharmaceutical, IT, Engineering, TV and lots more.

Andy Partridge has successfully lived through recessions in his past and knows how to do that.

He has trained **Top level managers** from such the companies as Parex, Dienas Bizness, TV3 Latvia, and some of Latvia's biggest hotel chains.



VENUE

28th of March at Avalon Hotel
Kaleju street 70, Riga
10am – 5:30pm
(2 coffee breaks & lunch included).

YOUR BENEFIT

- Feel **MORE CONTROL & EMPOWERMENT** in the sales process
- **BETTER PLAN, PREPARE & set EFFECTIVE GOALS** for development
- Achieve **HIGHER SUCCESS** in getting past gatekeepers
- Benefit from **HIGH IMPACT INTRODUCTIONS**
- Create **GREATER IMPACT WHEN PRESENTING** to new clients
- Demonstrate a **QUESTIONING TECHNIQUE** designed to **EXPLORE AREAS OF WEAKNESS** where potential value could be offered
- Understand how to **BEST POSITION FEATURES & BENEFITS**
- **CLOSE** a client **FOR COMMITMENT** and action
- **DEAL WITH OBJECTIONS** more **CONFIDENTLY** and effectively
- **NEGOTIATE** with clearer objectives and **ACHIEVE** a '**WIN WIN**' outcome
- **MAXIMISE SUCCESS RATIOS** throughout the sales process

PARTICIPATION FEE

240,- LVL + VAT per person
225,- LVL + VAT for 2nd person from 1 company
201,- LVL + VAT for 3rd person from 1 company

Inco-operation with:

