



Successful communication wins business!

Persuasive Communication and Selling Skills

What's covered?

- Learn to be persuasive but NOT pushy
- Communicate better to get the results you want
- Understand the barriers and how to overcome them
- Make the eight principles of selling work for you
- Deal with objections in three easy stages
- Closing the sale and get the business in four steps

You will benefit from this workshop if you:

- Run your own small business or other enterprise
- Feel unsure about selling or just want some fresh ideas and proven techniques

By the end of this workshop you will:

- Feel more confident about selling yourself and your business.
- Know how to make communication work for you
- Know how to discover and meet your customers' needs
- Know the difference between what you are selling and what your customers are buying (they are *not* the same)
- Be able to turn a 'difficult customer' into a 'happy buyer'
- Understand your customers' buying decision making process
- Boost your sales, profits and personal satisfaction

Book this workshop NOW!

£55 including VAT

(TIC Tenants & Bexley Residents/Businesses – Free)

October 2nd 2008 09:15-12:30

**Thames Innovation Centre 020 8320 1000
Veridion Park, 2 Veridion Way, Erith DA18 4AL
(Use DA18 4AB for sat navs)**