

## **Welcome to A Primer for Business Sales for the Smaller Supplier**

This seminar design recognises the importance of telephony sales skills to the success of any business venture. Many small business owners and employees find that this and this can be a daunting if not nerve-wracking task.

This seminar examines strategies that you can actively utilise to increase the amount of sales and customer contacts that you can achieve, whether inbound or outbound in nature.

### **Target Audience**

The seminar is suitable for start-ups and smaller businesses that will already have, and may wish to grow a sales function in one form or another.

### **Seminar Breakdown and Requirements**

Each section carries a diverse and interesting number of topics and activities. These sections are:

1. Examining the full sales process
2. Cold Calling and the Gatekeepers
3. Recognising an opportunity for the purchase

### **Seminar Duration**

The seminar runs for 2 hours

### **Business Benefits**

- Insight into how sales skills enhance your business profit
- Skilled employees improve processes and profit as a natural part of their make up
- Increased employee engagement with your business activities
- Share tips and tricks with other like minded businesses and employees