

Construction Industry Sales Skills

“It has certainly provided me with lots of ideas for planning my future sales drive!”



Benefits

Understand the sales process and become familiar with the key sales skills:

- Identifying Customer Needs
- Features and Benefits
- Selecting and Managing Customers
- Building Relationships
- Telephone Techniques
- Effective Participation in Meetings
- Managing the Sales Process

Course Leader: Chris Ashworth

With 30 years sales and marketing experience gained in the construction industry Chris is a leading authority on construction industry marketing and sales, regularly speaking at seminars and writing for journals. His market research activities mean that he is fully informed about latest market trends. Chris is an Associate Lecturer in Marketing at Oxford Brookes University and a member of the CIMCIG organising committee.

Who should attend?

Designed specifically for sales professionals working in the construction industry, this 1 day course is designed for those new to sales, those working in customer facing roles and as a refresher for the established sales person. It covers all of the core skills necessary to be effective in both external and internal sales roles.

Learning is supported by exercises and group discussion aimed at

Course Programme

The Sales Process

- What is Selling?
- Sales Skills
- The Sales Funnel

Customers

- Who are our Customers?
- Customers' Perspective
- Customer Types
- Selecting and Targeting

Solutions to Problems

- Identifying Needs
- Features and Benefits
- Delivering Value
- Competitors

Customer Relationships

- Customer Lifetime Value
- Cross Selling
- Behavioural Styles

The Sales Meeting

- Pre-call Planning
- Communication
- Telephone Techniques
- Appointment Setting
- Questioning
- Setting Objectives
- Handling Objections
- Buying Signals
- Closing and Review

Managing Sales Activity

- Customer Strategies
- Implementation
- Risks and Priorities
- Action Plan

6 Hours CPD

Open courses are organised in collaboration with The Building Centre and held at their conference facilities in London. Each delegate receives a CD containing all of the presentation slides and supporting reference documents.

The day begins with coffee and registration at 9.00am, the programme starts at 9.30am and concludes at 4.00pm.

Venue

Courses are held at The Building Centre, 26 Store Street, off Tottenham Court Road, WC1E 7BT. Nearest Underground stations are Tottenham Court Road and Goodge Street.

Course Dates

20th September 2011

Cost per delegate: £295.00 + VAT



Name: _____ Position: _____

Company: _____

Address: _____

Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Special Requirements: _____

Course Title: **Construction Industry Sales Skills**

Course Date: _____

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Mail to: Training Bookings
 The Building Centre
 FREEPOST WC4051
 Store Street
 London
 WC1E 7BT

Fax to: 020 7580 9641
 Telephone: 020 7692 6211
 Email: info@cadvantage.co.uk

Once training places are booked it is not possible to refund a fee as a result of non-attendance.

We reserves the right to cancel a training course. In the event of this every effort will be made to run the course on an alternative date / location. Should it not be possible for a delegate to attend with these revised arrangements a full refund of the course fee will be made.