



The Storage & Handling Equipment
Distributors' Association
Striving for excellence

PLAN Business Development

Sales training for the Storage & Interiors Industry

INDUSTRY SALES TRAINING

Birmingham, Friday 7th March

London, Thursday 13th March



BIRMINGHAM
FRIDAY 7TH MARCH

LONDON
THURSDAY 13TH MARCH

1- DAY SELLING SKILLS WORKSHOP

- > What makes a successful salesperson?
 - > The Sales Cycle
 - > How to find business
- > How to make appointments
 - > Getting in
 - > Pre-call planning
- > The 4 stages of the sales call
 - > Questioning and listening skills
 - > Commercial investigation
- > The 4 key buying influences
 - > Revealing customer needs
 - > Presenting product solutions
 - > Handling objections
 - > Handling competitors
 - > Mark ups, margins and discounts
- > Proposals and quotations
 - > Securing the order

1-DAY SELLING SKILLS WORKSHOP

PLAN Business Development, the storage industry's sales training and development company, is offering a 1-day selling skills workshop on Friday 7th March in Birmingham and on Thursday 13th March in London Euston, tailored to the needs of the storage and office interiors sectors.

Designed as both a workshop for experienced sales people and an intensive course for those more recent to selling, the training will cover the key planning, organisational and sales skills necessary to be successful in in the storage and interiors sectors.

The ability to generate sales is critical for any company and yet it is an area where specialist training and support is often difficult to find. **PLAN** adopts a customer focused approach to the sales process which concentrates on:

- Changing from a product focus to a customer focus
- Planning what to ask not what to tell
- Developing questioning and listening skills
- Moving from persuading to understanding
- Addressing customer needs through product solutions

The cost is just **£225 per person** including training materials and lunch. Numbers are restricted to ensure interaction on the day so to secure a place:

Call **PLAN** on **0845 46 000 47** or email **reservations@plan.gb.com**

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