



## Business Sales

This course provides the skills and knowledge to develop and implement a successful sales plan. The course focuses on the sales process and selling roles as well as the communicative and interpersonal skills needed to build rapport and close the deal. A broad range of business sales skills are presented and practised throughout the course.

### Designed for

Sales representatives and sales agents.

### Course outcomes & benefits

Develop and implement a successful sales plan. Through developing clear and persuasive communication techniques, learn how to overcome buyer resistance, negotiate and secure client commitment. Understand how effective after sales support helps to build and strengthen client relationships and enhances the prospect of re-sales. Learn how to manage stress, time and sales related paperwork to maximise sales performance.

### Course content

- Develop product knowledge & develop a sales plan
- Build client relationships & business networks
- Identify sales prospects
- Effectively present a sales solution
- Secure prospect commitment
- Support post-sale activities
- Self-manage sales performance

### Duration & course dates

8 days            04, 11, 18, 25 May; 01, 15, 22, 29 June  
                      07, 14, 21, 28 Sept; 19, 26 Oct; 02, 09 Nov

### Investment

\$3,300

### Location

UNSW Global, 12-22 Rothschild Avenue, Rosebery, NSW 2018

**Program code** BSB40607

# LEARN4LIFE

**Learn4Life 12-22 Rothschild Avenue Rosebery NSW 2018 Australia**

Telephone: 1800 727 640 Facsimile: 61 2 8117 2018 Email: [learn4life@unsw.edu.au](mailto:learn4life@unsw.edu.au) Web: [www.learn4life.unsw.edu.au](http://www.learn4life.unsw.edu.au)

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