

The Apprentice – Selling, Pitching and Presenting

Course length: upto 3 hours*

Course Code: 103107BT003

Are you a natural when it comes to sales and presenting? Or could you do with a helping hand? This course will help you improve the skills you need to sell your company's products and services, and teach you the importance of preparation and being well informed.



Benefits for the Learner

This is a great course if you want to take an in-depth look at the sales and presentation techniques that helped Apprentice candidates like “Sales Assassin” Ruth Badger to close deal after deal!

You'll examine the skills that separate exceptional sales people from the run-of-the-mill. You'll learn how to set SMART objectives and why it's so important to adapt your communication style to your audience. You'll also find out how – and when – to close the sale and discover ways to increase your revenue stream through add-on sales.

Sir Alan Sugar's right-hand man, Nick Hower, will guide you through a series of business tasks designed to test your current sales and presentation skills – and he'll have plenty of advice to help you develop new ones.

Benefits for the Business

The cost of your sales force is likely to represent one of your biggest business overheads – so it makes sense to ensure they have the necessary skills to turn a lost sale into a done deal.

By studying video clips of some of the best sales and presentation techniques demonstrated by candidates during “The Apprentice” and by completing new business tasks themselves, your sales team will develop the crucial skills of adaptability, creativity and old-fashioned thinking on their feet!

What You Get From This Course

Having completed this course, you will be able to:

- Define your sales goals using SMART objectives
- Plan and prioritise sales activity
- Adapt your communication style to suit different buyers and situations
- Understand and target customer needs and wants
- Recognise when to “close” and when to negotiate
- Use account management skills to retain customers
- Identify opportunities to generate increased revenue streams

How Long Does the Course Take?

You can work through this course at your own pace. It should take you between 1 and 3 hours to complete.

*Please note this course will be supplied on a DVD ROM