



DEVELOPMENT  
THROUGH  
MANAGEMENT  
EDUCATION

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## Selling Skills

Selling today involves working with your customer to provide a service that will be of benefit to you both, now and in the future.

### Objectives

After successful completion of this course, participants will be able to:

- Understand the sales process
- Understand customer behaviour
- Appreciate the importance of professional image
- Understand personality types and how to relate to them
- Improve marketing strategies
- Identify the characteristics of successful sales persons
- Implement a variety of communication techniques relevant to the sales process

### Benefits

For the participant, increased closings and sense of achievement.

For the organisation, increased sales and likelihood of repeat business.