



justenterprise

Just Enterprise: FREE Workshop "An Introduction to Selling" Wednesday 26 November, Falkirk

Today's economic climate is forcing Social Enterprises to become less grant dependent and more self-reliant. This **full day** introductory workshop is ideal for those responsible for generating income on a day-to-day basis or those who must now adapt to the "new economy". The workshop will cover the fundamentals of selling, from preparation to questioning styles, objection handling, and how to develop a consultative approach to sales.

Who should Attend? This workshop is aimed at those Enterprising Third Sector organisations that are developing new markets or are trying to sell products and services into existing markets. Whether in Retail, the Arts, or business start-up, we provide the foundations for successful conversion. Attendees may include: **Staff or Volunteers:** Those charged with active or occasional selling at a local level and who may benefit from a more methodical understanding of the process of selling and **Decision Makers:** More senior staff required to take a more active approach to secure funding or sell Enterprise services.

Learning Outcomes

- Understand customer needs and motivations for purchase
- Defining the 7 step sales process
- How to control the momentum and content of a conversation
- Learn the art of active listening and when to recognise buying signals
- How and when to present solutions
- Overcome customer objections
- Identify when to close the sale and utilise closing techniques
- Build customer relationships through sales and marketing follow-up
- Setting realistic goals after the sale

When & Where Wednesday 26th November (9.30am to 4.00pm) - CVS Falkirk & District, Unit 6 Callendar Business Park, Callendar Road, Falkirk, FK1 1XR

Cost Free of charge for members/staff of third sector organisations

How to Book Click [here](#) to complete the on-line registration form. Places are limited and are offered on a first come, first served basis so please book early to guarantee your place!