



Successful Selling to Grow Profit and Enhance the Client Experience

1 Day Course – FREE

Whether in retail, hotels or other parts of the hospitality sector, the need to give all members of your team the skills to sell products & services has never been more important.

Course Description

This one day development programme is designed to give team members at all levels the confidence to maximise every selling opportunity.

Overview

After many years running successful businesses, Deborah Naylor of JD Training & Development Ltd has all the credentials along with personality to bring this exciting development opportunity to life. Candidates from all levels of retail and hospitality sectors will learn and practice the skills necessary to sell to clients in a 'covert' way, not that 'hard sell' while at the same time enhancing your customer/client experience.

Outline of Course Programme

This full day of activity is split into 4 modules:

1. Why do we need to sell?
 - Its Impact on profit
 - Enhancing the customer experience
 - Role satisfaction
2. Identifying opportunities
 - Key areas
 - Understanding your customers needs
3. Selling techniques
 - Planning and approach
 - Communication skills
 - Self confidence & empowerment
 - Top selling tips
4. Action planning and targeting measures of success

What next?

Course information

Duration:

1 day course from 9.30 a.m. to 4.30 p.m.
with a break for lunch

Where:

City College Brighton & Hove, Pelham Street,
Brighton, BN1 4FA

When:

Tuesday 27th October 2009

Cost:

The course is sponsored by the Tourism Futures Project and is free to participants but there will be a cancellation charge if delegates do not attend on the day.

Goals for the course

- To give Team members the skills and confidence to sell.
- Delegates to understand the importance of selling, its impact on profit and the customer experience.
- To help delegates identify areas of opportunity to link/up sell within their organisation – What are the opportunities?

*Please call City College Brighton and Hove on 01273 667788 ext. 527 or 405
and speak to Naomi or Jill*