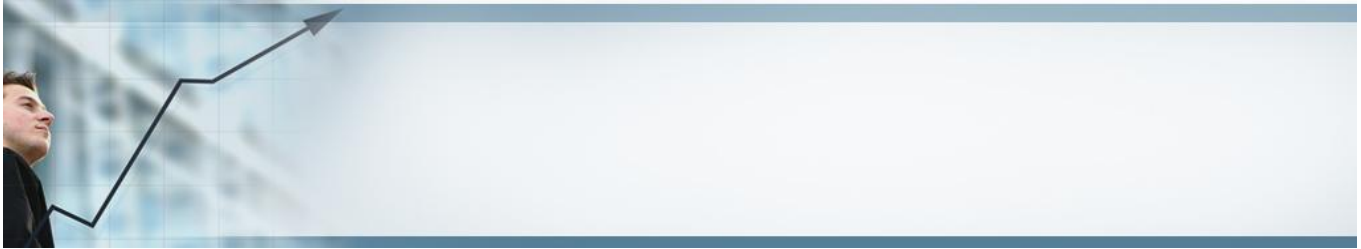


# Introduction to Sales



copernicus training  
guiding your business to success



## Course Objectives:

To introduce participants to the essential techniques and structures involved in sales. Practical exercises are used to ensure that participants can employ their newly learnt skills immediately and to develop their levels of confidence. This Introduction to Sales course provides the bedrock for all successful selling roles.

## By the end of the course, participants will be able to:

- ▶ Understand the motivations behind why people buy
- ▶ Apply an indispensable sales structure
- ▶ Recognise the importance of questioning techniques
- ▶ Effectively link features, advantages and benefits
- ▶ Handle objections successfully
- ▶ Identify when and how to close

**Duration:** 1 day