

Certificate Outline

Assertiveness and Self Confidence
Budgets and Financial Reports
Business Ethics
Business Succession Planning
Communication Strategies
Personal Productivity
Proposal Writing
Sales Fundamentals
Teamwork and Team Building

Total Courses: 9 courses and a Salesman Certificate final assignment
Courses Nominal Hours: 8 hours
Total Nominal Hours: 72 hours
Certificate Standard Price: £380

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NOTTING HILLTM
COLLEGE
SCHOOL OF BUSINESS

Salesman Certificate



Become A More Effective Sales Person

Quite simply, sales which produce revenue for a business are the lifeblood of that organisation. Therefore, it is vital that you possess the knowledge and practical skills necessary to persuade the consumer to purchase a good or service from your firm, rather than from a competitor.

Few, if any, people are born good at selling. Like all skills, selling a good or service to a consumer is a skill that requires teaching and experience in order to be truly mastered. In today's business environment, competition for a consumer's money is more intense than ever, which means you need to be effective and skillful to push your product and make a consumer choose yours over all the rest in the market.

Many salespeople are so busy trying to sell their products and services ignoring the importance of improving their skills. Whether you've been in sales for two weeks or two decades, learning new sales skills can be the most rewarding—and challenging—step you can take to move your career forward.

NHC School of Business Salesman Certificate programme is designed to provide you with the essential techniques, tools and strategies you need to gain the competitive edge. It gives you the springboard to understand the sales process and how to overcome objections so that you will maximise sales skills, close more sales and exceed your targets. Each course of this certificate programme is powerful on its own but together they provide an unparalleled platform for impressive results and a successful career.

Diploma Objectives

- Define and use a SWOT analysis to set goals
- Identify barriers to communication and how to overcome them
- Develop non-verbal and paraverbal communication skills
- Adeptly converse, network and establish common ground with others

- Use routines to maximise productivity
- Identify different types of proposals and the steps in proposal writing process
- Understand the language of sales
- Prepare for a sales opportunity
- Make an effective pitch
- Follow up on sales
- Manage sales data
- Learn the difference between an average sales person and a superstar sales person
- understand the importance of body language and questioning skills in communication
- Learn techniques of how to close the sale
- Learn how to make that positive first impression
- Explain the difference between listening and hearing
- Practice strategies for gaining positive outcomes
- Understand budgets and how to manage
- Identify financial terminology
- Understand financial statements and how to analyse
- Define and understand ethics, ethical and unethical behaviour

Who Should Attend?

The certificate programme is suitable for people who are relatively new to selling, as well as more experienced people who wish to refresh their skills. These include:

- New sales people
- Client relationship managers
- Field sales people
- Business to business sales people
- Sales people who need a refresher