



COACHING, WORKSHOPS, EDUCATION

## WORKSHOP

# SELLING FOR NON-SALES PEOPLE

Do you fear the “S” word? Like it or not, selling is an integral part of every business, even professional services, but not everyone is a natural salesperson.

And as part of your career progression, you will (or may already) be required to build relationships and develop rapport with clients to “bring in work”.

Full of practical, proven techniques, in this workshop JMA will help you overcome your fears and develop a sound strategy for sales success.

### *Content*

Workshop topics include:

- persuasive selling fundamentals
- understanding where your competitive advantage lies
- winning strategies for selling to key decision-makers
- recommended sales presentation structure
- how to uncover client wants and needs
- planning for successful objection handling
- the client service required to gain you an advantage
- how to get more word of mouth referrals
- how to re-connect with old clients
- using case studies and testimonials to your advantage.

### *Outcomes*

Following the session, participants will have a good understanding of foundational sales skills and approaches, and be able to develop an effective sales plan to grow clients and achieve revenue targets.

### *Audience*

Anyone responsible for business development, from marketers to managing partners.

### *Delivery*

Half-day interactive workshop.

Many of our workshops may be eligible for CPD points. Contact us to find out more.

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