

TECHNICAL PERSON TO SUCCESSFUL SALES PERSON

COURSE DATE

17 - 19 October 2012

COURSE DURATION

3 days – 08:30 to 16:30 daily

COURSE FEES

R10 570 (excl. VAT) per delegate

5% discount
for enrolment 2 weeks
prior to course date

WHAT'S INCLUDED

Provision of the course by AstroTech includes:

- Dynamic and knowledgeable facilitators
- A quality folder, notepad and pen
- Training file and CD
- High quality training venue
- Parking
- A course attendance certificate
- Lunch and refreshments

REGISTRATION DEADLINE

Your completed enrolment form must be received prior to the start of the scheduled course.

TEL 011 582 3222 / 0861 ASTROTECH
FAX 011 582 3201 / 0861 ASTROFAX
E-MAIL TRAINING@ASTROTECHTRAINING.CO.ZA
PRIVATE BAG X80500 HOUGHTON 2041

0861 ASTROTECH
WWW.ASTROTECH.CO.ZA

★ COURSE OVERVIEW

In business it is very often the technical expert who becomes the sales consultant. Usually no-one knows or understands the company's products better than they do. But selling is a whole new ball game! Suddenly interpersonal skills, relationship building, the art of persuasion, delivering compelling presentations and selling itself constitute part of the new skill set required.

So if you or someone in your team needs to bridge the gap between being a specialist and a successful salesperson, AstroTech is offering a course on "Bridging the Gap: From Technical Person to Successful Salesperson." The course covers the following key topics:

BRIDGING THE GAP

- Transition phase challenges
- Defining the parameters of your new role
- Managing needs and expectations
- Key communication skills
- The characteristics of successful salespeople

INTRODUCTION TO SELLING

- The selling process
- Marketing vs selling
- Identifying consumer behaviour
- The importance of personal selling
- Understanding customer needs
- Converting customers to clients

DEVELOPING A PROFESSIONAL IMAGE

- Establishing credibility
- Creating a professional appearance
- Understanding buying signals
- Tailoring your approach
- Understanding positive body language

MANAGING TIME EFFECTIVELY

- Identifying time wasters
- Scheduling appointments
- Prioritising activities
- Organisational Skills

SALES PLANNING

- Setting sales goals and objectives
- Developing sales strategies
- Making sales appointments
- Prospecting for potential business

SALES PREPARATION

- Identifying customer knowledge
- Analysing competitive knowledge
- Anticipating typical objections
- Writing winning proposals

SALES PRESENTATION

- Understanding presentation techniques
- Focusing on benefits rather than features
- Dealing with difficult customers
- Listening and questioning techniques
- Verbal delivery skills
- Handling objections
- Negotiating techniques

CLOSING THE SALE

- Identifying buying signals
- Gaining commitment
- Effective closing techniques

MAINTAINING RELATIONSHIPS

- Providing added value
- Moving from customer to client

... AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Specialists who have developed into a sales position
- Engineers, technicians and other technical staff who have developed into a sales position
- Professionals who want to grow their business/practice and sell their services to new and existing customers
- Anyone else wanting to develop their sales skills

★ OUTCOMES

After attending this course attendees should:

- Gain an understanding of the sales process & learn how to become a champion sales person
- Understand how to deal with people more effectively
- Learn how to develop and maintain relationships and still close the sale
- Learn how to get the balance right between providing technical detail and functional information

★ TAKE HOME TOOLS

- A detailed manual, workbook and CD
- A quality folder, notepad & pen
- One month of free telephonic and e-mail support included

★ SETA ACCREDITATION

AstroTech Training is accredited as a Training Provider with the Services SETA (No. 3852)

Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

★ ECSA CPD POINTS

This course has been accredited by CESA (Consulting Engineers South Africa) for 3 ECSA Continuing Professional Development Credits (CPD). Validation no. CESA-152-02-2014

★ THE VENUE

The course will be held at the AstroTech Conference Centre, in Parktown, which boasts the unusual combination of an upmarket business venue, security and convenience, in a setting which captures the historic grace and style of Johannesburg's golden era.



Centrally situated, you can step off the Gautrain at the Rosebank station, or exit the M1 at the Joe Slovo/Houghton Drive offramp, and we are just around the corner.

For a list of accommodation options nearby, visit www.astrotechconf.co.za/accommodation

★ LEVEL 1 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 135% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

★ TERMS & CONDITIONS

- If the course is not held for any reason, AstroTech's liability is limited to the refund of the full course fee.
- Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the first day, and receive a full refund of the course fee.
- Payment is due before the start of the course, unless other terms form part of our Supplier/Client agreement.
- Failure to pay on time does **not** constitute cancellation of the booking, and the Terms and Conditions applicable to Cancellations and Postponements as set out below will apply.
- To avoid possible additional costs, **WRITTEN NOTICE** of any changes to your booking must be received at training@astrotechtraining.co.za within the following timeframes:
- **CANCELLATIONS:**
 - CANCEL WITHOUT COSTS:** If you advise us BY EMAIL **at least SEVEN** calendar days before the course
 - PAY 50% OF THE COURSE FEE:** If you advise us BY EMAIL **less than SEVEN** calendar days, but more than 24 hours before the course
 - PAY 100% OF THE COURSE FEE:** If you advise us BY EMAIL **less than 24 hours** before the start of the scheduled course, OR if the delegate is **ABSENT** without notification
- **POSTPONEMENTS:**
 - WITHOUT COSTS:** If you advise us BY EMAIL **more than THREE** working days before the course
 - WITH ADDITIONAL FEE (R1,430 PER DELEGATE):** If you advise us BY EMAIL **THREE or less** working days before the course starts, or if the delegate is **ABSENT** without notification, but still wants the option of postponement
- The invoice for the training remains due and payable as at the scheduled start date of the original course booked, and payment terms are not extended for postponements or exchanges to future courses.
- Postponements must be utilised within a maximum of **SIX** months from the scheduled date of the original course booked, or the course fee will be forfeited.
- Once you have postponed, the **CANCELLATION** terms above **no longer apply** to the future course, and you cannot subsequently cancel the booking without being liable for the full course fee.
- Special promotions applicable to the original course dates will **not** carry over to the postponed dates where the new dates fall outside of the promotion period.
- **PRESENTERS**
Should it be necessary, AstroTech reserves the right to substitute the presenter.
- **COMMUNICATION**
When a person registers on AstroTech's website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise by AstroTech and/or its business partners.
- **DISCLAIMER**
AstroTech will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.

