

## TECHNICAL PERSON TO SUCCESSFUL SALES PERSON

### IN-HOUSE TRAINING

#### WHAT'S INCLUDED

AstroTech Training will provide:

- A detailed manual/workbook and electronic copy of course material
- Professional presentation of the course content, case studies and practical exercises
- One month of free telephonic and e-mail support included
- Certificate of completion
- Delivery of course material *(unless otherwise arranged)*
- Travel and Accommodation for the Facilitator *(if required)*

#### PLEASE WILL YOU PROVIDE:

- A suitable training venue with data projector
- White Board and/or Flip Chart and markers
- Lunch and refreshments daily

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**0861 ASTROTECH**  
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#### ★ 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 offers 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

### ★ 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!

### ★ LEVEL 2 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 125% 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!

### ★ TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- A notepad & pen
- One month of free telephonic and e-mail support included

### ★ TERMS & CONDITIONS

#### ➤ PAYMENTS:

Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:

**COURSES INSIDE GAUTENG:** At least **SEVEN** working days prior to the course

**COURSES OUTSIDE GAUTENG:** At least **TEN** working days prior to the course

Absent delegates are charged for.

#### ➤ POSTPONEMENTS:

**POSTPONE WITHOUT COSTS:** If you advise us **at least TWO** weeks prior to the course

**PAY 25% OF THE COURSE FEE:** If you advise us **less than TWO** weeks prior to the course

**PAY 100% OF THE COURSE FEE:** If you advise us **within ONE** week of the scheduled course

Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.

A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.

#### ➤ CANCELLATIONS:

**CANCEL WITHOUT COSTS:** If you advise us **at least TWO** weeks prior to the course

**PAY 50% OF THE COURSE FEE:** If you advise us **less than TWO** weeks prior to the course

**PAY 100% OF THE COURSE FEE:** If you advise us **within ONE** week of the scheduled course

#### ➤ PRESENTERS:

Should it be necessary, AstroTech Training reserves the right to substitute the presenter.

#### ➤ VENUE:

If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.

#### ➤ COMMUNICATION:

When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.

#### ➤ DISCLAIMER:

AstroTech Training 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.