



## Sales & Persuasion

### Overview (AM)

This one-day session will help individuals focus on the importance of sales through customer service with a focus on:

- Striking conversations with confidence
- Cross sell products enabling individuals to recommend products naturally
- Encouraging return custom

### Content:

- What's sales?
- Definition of Sales
- Attitude to Sales
- The Science of Persuasion
- Strategy
- Features and Benefits
- The G.I.F.T.S. theory
- Sales Activities
- Active Listening Skills
- Improving your Approach
- Applying your learning to work