

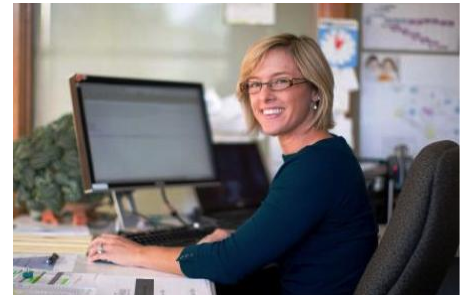


*It's everyone's job to sell.
Don't lose customers
because you didn't train
the support staff!*

Selling for non sales staff

Many people in an organisation have contact with customers, the switchboard, receptionist, support staff and administrators within the sales and marketing functions.

How do you ensure that every contact and conversation your staff has with a customer or a prospective customer is 'professional grade' and encourages and supports the customer?



The answer is this one day course design for staff who's job is not in direct sales. This can also include 'Apprenticeship matching' staff who **align apprentices with employers**.

This one day course covers the basics of selling and sales support.

Workshop outcomes:

A successful implementation of the skill sets taught would result in:

- Improvement in number of leads
- Reduction in 'lost enquiries'
- Increase in customer satisfaction
- Better engagement of team members with each other as a team
- Knowing their contribution to the sales funnel
- Measureable improvement in student applicant satisfaction
- Reduction in 'failure demand'

The workshop focuses on four key areas. Delegates work in pairs or small groups in a series of 'real play / role play' scenarios in addition to the instructional sessions.

Question: *"What happens if we train them and they leave?"*

Answer: *"What happens if we don't..... and they stay?"*

The one day sales course is based on the consultative sales training course offered by XEER. That course, designed for sales professionals is the one we use to teach sales staff from the National Apprenticeship Service, Job Centre plus, and the business development teams and marketing teams at multiple FE providers; over 1000 delegates in the past two years!

This short one day course for support and administrative staff, ensures that everyone who has contact with customers, either apprenticeship employers or student, shares a common knowledge base and set of competencies.

The four step process:

Apprenticeships <ul style="list-style-type: none">❖ What are they?❖ Who are they for?❖ What are the Features, Advantages and Benefits?	Handling leads <ul style="list-style-type: none">❖ Recording the details❖ Follow up❖ Calling the customer back
Handling queries <ul style="list-style-type: none">❖ Phone techniques❖ Answering the phone❖ Passing the call on to a sales person❖ Anything else? Did I address your issues?	The selling process <ul style="list-style-type: none">❖ Calling the customer❖ Cold calling❖ Answering questions❖ Handling complaints

Why our workshops are more effective.

We've trained over 1000 FE delegates successfully for sales and marketing, including AoC, AELP, ACER and NAS, as well as JCP staff.

Content Excellence

The content is developed by experienced professionals in the industry with substantial subject matter expertise. All workshops are developed and taught by successful marketing and sales people with a track record of real world success.

Pedagogic Strength.

All XEER course material is overseen in development by our Director and Pedagogic Specialist, Dr Margie Louws. Content, flow, presentation and material are delivered in such a way that they are assimilated easily in ways which are engaging for the delegate. Skill sets and knowledge are acquired, retained, and used. XEER receives feedback from all workshops which are subject to continuous review and improvement.

Because of this structured approach, all workshops are eligible for self certification as part of Continuous Professional Development (CPD) programmes.

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"It's everyone's job to sell. With the challenges we face today. We can't afford to let employers have a bad experience with us. Training support and admin staff is vital"
Vice principal, Top 10 college

www.xeer.co.uk