



# SALES GROW PROGRAMME

## Helping Small Business to Grow Sales

These series of workshops will help Small Businesses to build confidence in the Sales Process and Fundamental Sales Skills. Working in a small interactive group we will cover a range of topics to make your selling more effective.

## Who is this Workshop for?

Anyone working in a small business who needs to increase their Sales and improve their sales skills.

## Programme Objectives

To gain a good basic knowledge of the key elements of sales and build confidence to sell your products and services.

## Programme Outcomes

Understand the Sales Process, be able to generate better quality leads and understand which ones are most likely to turn into sales. Standout from the competition and know how to help customers buy.

## Workshop Structure

Each session will focus on a specific Sales Challenge and will provide a number of practical tools and give the opportunity to share experiences and successes. At each session everyone will produce an action plan for the next month which will be reviewed at the next session.

**To book contact Graham Perkins**  
[Graham.Perkins@GainLineSales.co.uk](mailto:Graham.Perkins@GainLineSales.co.uk)  
07843 511 239

**What is Selling?**

**Understanding the Key Numbers**

**Generating New Business**

**How to turn Opportunities into Sales**

**Key Selling Skills**

**Growing Business with Existing Customers**

**PACKAGE INCLUDES**

6 x 2.5hr workshops

Workshop Material

£95 per month

(Minimum of 6 months)