

National Certificate in Sales – Level 3, Sales Fundamentals

Your business results are built on the performance of your people. Having highly capable sales people in your team will lead to improved results and ensure their skills meet your customer needs. This programme provides sales people with the ability to develop and apply fundamental sales techniques and establish and maintain mutually beneficial customer relationships.



On successful completion participants will achieve an NZQA National Certificate in Sales, Level 3.

WORKSHOP 1 - Sales Process

- Utilising the 6 steps of the sales process from opportunity identification to closing the sale
- Questioning and listening techniques to understand needs and sell solutions
- Learn how to sell on value rather than price

WORKSHOP 2 - Business performance measures

- Your contribution to business performance
- Understanding effects of price discounting on sales

Understanding your customers

- Buyer behaviour – ability to identify and adapt to different buyer types
- Target market – for both the customer and end consumer
- Marketing mix – managing the 4P's (Product, Place, Promotion, Price)
- Product information – highlight the features and sell the benefits

WORKSHOP 3 - Negotiation

- Key principles of negotiation
- Developing negotiation plans and strategies

SELF PACED LEARNING

Business ethics

- Business ethics and commercial law
- Promoting your company corporate responsibilities

Personal development plans

- Identify areas within your business for personal development

There are 6 assignments over the 12 month period and the requirement of in field observations by a manager to ensure demonstration of the skills.

"I would highly recommend the ProFormance programme. My staff did one day workshops over 10 months. The benefit of this format is practical and retained learnings by participants. I witnessed measurable improvements in performance and attitudes of my staff. I also found the changes in them to be permanent. The content of the programme is excellent, and the trainers are first class. I would have no hesitation in recommending ProFormance programmes to any business wanting to improve its performance."

Company Director

"I have had several sales staff participate in a ProFormance sales development programme with great success. The modular approach to training is a far more effective way for people learn new skills and be able to apply them in their roles. Working with a trainer over a 10 month period means they receive ongoing coaching, then get the opportunity to apply those learnings in real life situations. I have seen the difference in people's performance producing measurable ROI for my company."

Dominic Drumm, Director, Westferry Property Services

ProFormance work in association with Competenz, an Industry Training Organisation.

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SKILLS FOR INDUSTRY

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