



# PROFORMANCE



**PRINTNZ**  
our industry, our people  
**Competenz** (CZ)

## New Zealand Certificate in Sales - LEVEL 3

FOR THE PRINT, PACKAGING & SIGN INDUSTRIES

### WHY INVEST?

Your business results rely upon the performance of your sales people. Having skilled sales people in your team will lead to:

- Improved business results
- Highly motivated and skilled sales staff
- Increased customer satisfaction
- High standards of professionalism in the industry

From 2016 the NZ Certificate in Sales has been available as a 12 month facilitated programme, delivered by ProFormance and supported by PrintNZ and Competenz. It will be delivered through:

- Facilitated workshops
- Written assessments
- Manager observations

On successful completion participants will achieve NZQA NZ Certificate in Sales - Level 3.



*"I cannot thank you enough for showing me such a powerful tool in my toolbox. This is something I would not have known if I hadn't done your course. Our company has already benefited in many ways (including two new large multi-national companies) purely based on what you have shown me. I'm so much more excited about doing what I do because of the confidence you have instilled in me."*  
2017 Participant

*"We're really delighted with how much she has developed during this course. She's learning so much and going from strength to strength in terms of her confidence and sales knowledge. I recommended this course to others."*  
Manager - Orangebox

### The Sales Programme:

**WORKSHOP 1 - 13th JUNE 2019**

#### 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

**WORKSHOP 2 - 5th SEPTEMBER 2019**

#### UNDERSTANDING YOUR CUSTOMERS

- Buyer behaviour - ability to identify and adapt to different buyer types
- Product information - highlight the features and sell the benefits
- Marketing mix - Managing the 4P's (Product, Place, Promotion, Price)

**WORKSHOP 3 - 20th FEBRUARY 2020**

#### NEGOTIATION

- Key principles of negotiation
- Developing negotiation plans and strategies

#### BUSINESS PERFORMANCE MEASURES

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

#### 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

#### ASSESSMENT

There are 6 assessments to complete.

#### IN-FIELD OBSERVATIONS

A manager needs to observe the participant demonstrating each of the skills in the field.

**COST:** \$1,250 plus GST per person

**TO ENROL:** Contact [info@printnz.co.nz](mailto:info@printnz.co.nz), phone 09 265 2090  
or talk to your Competenz account manager.



## PROFORMANCE

### PROFORMANCE AND JO HYLAND

ProFormance is a learning and development organisation that specialise in tailor made programmes for sales, leadership and customer service. Jo Hyland, the Director of ProFormance, will lead the programme. Jo has a sales career spanning over 20 years, including 19 years training within the print and paper industry in New Zealand and Australia. She is passionate about developing sales staff and their leaders to achieve greater levels of performance. Feedback is that she is "first class... and recommended for any business wanting to improve it's performance."



*"I would recommend this course to any sales person, whether they're new or a seasoned pro. This was a very informative, easy to follow course that gets you thinking about the things we often forget, or take for granted, in sales situations. You come out of it feeling motivated and empowered to tackle those sales challenges, (yes, even cold calling!) with a good structure and knowledge to back you up."*  
Participant - Wedderburn

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ProFormance work in association with: **Competenz** 

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