



PROFORMANCE

PrintNZ Certificate in Sales

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

The PrintNZ Certificate in Sales is available as a 6 month facilitated programme, delivered by ProFormance and supported by PrintNZ. It will be delivered through:

- Facilitated workshops
- Webinars
- Written assessments
- Manager observations

On successful completion participants will receive a PrintNZ Certificate of Achievement - Sales.

"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."

"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."



PRINTNZ

our industry, our people

THE SALES PROGRAMME:

WORKSHOP 12th MARCH 2024

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

WEBINAR - 14 MAY 2024

UNDERSTANDING YOUR CUSTOMERS

- Buyer behaviour - ability to identify and adapt to different buyer types
- Product information - highlight the features and sell the benefits

WORKSHOP - 2 JULY 2024

WINNING NEGOTIATIONS

- Key principles of negotiation
- Developing negotiation plans and strategies

BUSINESS PERFORMANCE MEASURES

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

WEBINAR - 3 SEPTEMBER 2024

LEARNING BUSINESS ETHICS

- Business ethics
- Promoting your company corporate responsibilities

Personal development plans

- Identify areas within your business for personal development

ASSESSMENT

There are 4 assessments to complete

SKILL OBSERVATIONS

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

COST: \$1,250 plus GST per person

TO ENROL: Contact info@printnz.co.nz, phone 09 265 2090
or talk to the ProFormance Team on 09 300 1373



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ProFormance is a learning and development organisation that specialise in tailor made programmes for sales, leadership and customer service.

ProFormance have over 20 years experience training within the print and paper industry in New Zealand and Australia. Feedback on this program is that it is "first class... and recommended for any business wanting to improve it's performance."



"Having attended the Certificate in Sales course run by ProFormance, I can tell you the information

and techniques I have learnt are invaluable moving forward in my sales role. Especially relating to my clients as individuals and meeting their specific needs. Jo is a great tutor and I would recommend anyone looking to further and better understand the sales role to attend this course"

Phone: 09 300 1373

Email: training@proformance.co.nz

www.proformance.co.nz Follow us on:



ProFormance work in association with
PrintNZ

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