

# SALES FOR NON-SALESPEOPLE

## COURSE OVERVIEW

**Help your business achieve its objectives by spotting additional sales opportunities, regardless of your role**

- Understand the sales process and your role within it
- Learn how you can help your company's sales even if you are not in the sales department
- Master basic sales techniques to qualify potential opportunities before passing over to sales team

You don't have to be in a sales role to sell. Every employee who engages with customers on a regular basis is uniquely positioned to identify further sales opportunities for your business.

By providing all employees with a basic understanding of the sales process and their role within it, organisations can significantly increase their sales force and increase pipeline with existing customers.

Tack TMI's 1-day **Sales for Non-Salespeople** course provides employees with the knowledge and skills they need to build excellent customer relationships to engage and retain clients, whilst using their unique position to uncover further sales opportunities.

**For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).**



**Interactive & Practical Training Course**

**Available in-person or virtually**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### **SUITABLE FOR:**

Anyone whose role involves meeting or speaking to customers but is not in a sales role

### **YOU WILL LEAVE THIS COURSE:**

- Understand the sales cycle and your role in influencing customer engagement and retention
- Identify the different interactions/opportunities you have to engage customers and how to make best use of them
- Learn to communicate effectively with customers to build rapport, trust and leave a positive impression
- Spot additional sales opportunities and apply open questioning techniques to fully understand customer needs and objectives in order brief relevant teams
- Finish each discussion positively and keep the right people informed on sales opportunities