

Successful Selling – The Essentials

Course Code:	SSSUCSEL
Duration:	2 Days
Pre-requisites:	There are no pre-requisites for this course.
Aims:	This course is for managers, project managers, team leaders - anyone responsible for a team, individual or an area of work where they are required to inspire, encourage & challenge in a leadership role.
Objectives:	On completion of this course delegates will be able to: <ul style="list-style-type: none"> ▪ Adopt the qualities of a successful leader ▪ Identify your own leadership style & use it in the most effective way ▪ Communicate a shared vision to set direction & inspire those around you ▪ Influence & persuade others to enhance commitment to action ▪ Encourage & motivate positively ▪ Make the leap from manager to leader
Course Features:	Through exercises, discussion & inventories you are given the opportunity to recognise & understand your own leadership style. Action planning for future success & integrating principles into practical application.
Content:	<p>The qualities of the successful leader</p> <ul style="list-style-type: none"> ✓ Exploring leadership issues - traditional vs modern leadership styles ✓ Recognising leaders you admire & learning from their winning ways ✓ Drawing out the key differences between the leader & the manager ✓ Identifying the key skills & qualities of the effective leader <p>Inspirational leadership</p> <ul style="list-style-type: none"> ✓ Leading the team by example- your words & your actions ✓ Recognising & enhancing your communication style ✓ Building the vision & sharing it to gain commitment ✓ Setting goals that match the organisational strategy & direction ✓ Knowing how to create collaboration & participation <p>Leading & developing people</p> <ul style="list-style-type: none"> ✓ Recognising the importance of motivation ✓ Delegating for high performance ✓ Networking to build collaboration ✓ Handling difficult situations with confidence to achieve constructive outcomes

MANAGEMENT & SOFT-SKILLS TRAINING COURSES

Communication Skills

Business Writing

Creating & Keeping Business

Personal Development

The Complete Mngt. Portfolio

Sales Dynamics

Other

Perfect Partners:

Other courses which naturally complement this course include:

- **Excel: Level 3**
- **Presentation Skills – A Blueprint for Success**
- **Presentation Skills with Microsoft PowerPoint**
- **Confidence with Customers**