



Transformational Sales Skills Course Overview

The way recruiters sell has fundamentally changed over the last few years. This course provides up-to-date sales tools, techniques and methods guaranteed to help recruiters win more business.

From creating impactful introductions, advanced questioning techniques, utilising technology, developing an on and offline sales strategy as well as the fundamentals of negotiation. Your experienced consultants will be brought fully up to date and those requiring a refresher will go away with the confidence to win more business.

This is a full day training course delivered in-person or over 2-four-hour sessions using Zoom Video conferencing.

AGENDA HIGHLIGHTS:

- How sales transformation is impacting our industry
- The buying and selling process to support, an online and offline sales strategy
- Understanding ways to leverage your network
- Creating impact from the first interactions
- Advanced questioning techniques and the principles of persuasion
- Solutions based selling methods focused on differentiation
- Identifying buying signals and using appropriate closing techniques
- The fundamentals of negotiation

TARGET AUDIENCE:

- Experienced Consultants looking for more advanced sales techniques
- Experienced Consultants looking for a business development refresher
- Experienced Consultants who have sold in other industries
- Mentors/Team leaders/Managers that are supporting employees in sales delivery roles who require new training/coaching ideas.

LEARNING OUTCOMES:

- Using technology to your benefit in the sales process
- Understand where recruiters can add value and how to define 'success'
- Recognise the value of their network and methods to leverage it
- Confidently creating impact through all sales communication
- Gain confidence in identifying buying signals
- Close more deals
- Increase confidence in negotiating

INVESTMENT:

OPEN COURSE – Cost per head:

Virtual £420.00 plus VAT

IN COMPANY COURSE:

prices are based on 8 delegates plus Trainer expenses

Virtual £1,950.00 plus VAT

Face to Face £2,490.00 plus VAT

TRAINERS: Tracy Whiting-Iqbal

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0914** or email talentdevelopment@apsco.org

Courses are available to APSCo members and non-members alike. For non-member prices please contact APSCo Talent Development.