



professional  
development

# A Guide to our Sales Training Courses

Designed for: Practical Skills and Confidence

---

Available for: Teams & Group Bookings

---



in-house for teams



live virtual training



# Contents

---

Sales training for better results	3
4 benefits of sales training	4
Our sales training courses	5
Key features and benefits of in-company training	6
Choosing the right course	7
Sales Training Course	8
Sales Management Course	9
Consultative Selling Skills Course	10
Influencing Skills & Personal Impact Course	11
Presentation Skills Course	12
Communication Skills Course	13
3 ways to get started	14
About us	15

# Sales Training for Better Results

---

The key to successful selling is a solid sales process and continuous development of your team's skills.

Our aim is to equip your team with tried-and-tested processes for achieving excellent sales results.

We look at each stage of the sales process and work on developing strong pitching and closing skills.

Our sales training courses will enhance your team's confidence when sourcing, closing, and retaining sales accounts.

In this guide, you'll find an overview of our sales courses, an introduction to how we deliver impactful sales courses, and steps you can take to get advice and begin planning the right kind of training for your organisation.





# 4 Benefits of Sales Training

---



## 1. Improved Performance

Our sales courses are designed to equip participants with proven selling skills that will improve their performance.

The benefits of successful sales training include better close rates, stronger client relationships and retention, and increased profits.



## 2. Morale & Motivation Boost

Participants gain a fresh influx of ideas, skills, and perspectives. They return to their role invigorated and ready to try new approaches.

You'll find our courses are also an excellent team building tool, supporting better communication and collaboration within the team.



## 3. Better Client Relationships

Client retention can be overlooked in favour of seeking out new sales. However, it is a key element of a successful sales strategy.

Our courses focus on reliable sales techniques that foster stronger client relationships in the long term.



## 4. A Fresh Approach

Even the most seasoned sales professional will gain new ideas and skills through completing one of our practical sales training courses.

Training is a wonderful way to start thinking outside the box and inject a fresh energy into how you sell.

# Our Sales Training Courses

---

All of our Sales Courses are practical and versatile in nature, meaning that:

- ✔ they have a practical delivery style, designed to support your skill development and confidence.
- ✔ they provide you with effective sales skills that will be relevant to any type of situation.

## Courses for Teams & Organisations

Our Sales Courses are exclusively available for in-company bookings, where we deliver customised training to a group of participants from the same organisation.

- ✔ We can come to your location to deliver training or provide a live virtual classroom experience online.
- ✔ Our sales trainers are seasoned professionals with a wealth of real-life selling experience.
- ✔ You can read more about the features and benefits of in-company training on the following page.



[Ask a Question](#)

# Key features and benefits of in-company training

---

## ✔ Customised for Maximum Benefit to Your Business

Tailoring is a major benefit of in-company training.

When delivering a sales course to a client, we can customise the course content to focus on goals and priorities that are relevant to the sales professionals attending.

This optimises the positive impact for each individual, and for the business as a whole.

## ✔ Consistent Skills

Holding a sales training workshop in your business ensures that each member of the team receives the same level of skills and sales techniques.

## ✔ Cost & Time-Efficient

In-company training can deliver savings of up to 60% on public course prices.

It also enables you to train your sales teams in one swoop, at a time that works in harmony with their schedules.

## ✔ Practical Learning = Increased Confidence

Our sales courses are very practical and interactive, with plenty of discussions and exercises to help develop and strengthen your own style of selling effectively.

## ✔ Flexibility

You choose the date and training format for our sales training courses. We will work with you to find the best fit for your team and business.

## ✔ Cost-Efficient

Our per-day in-house rate can work out at a significantly lower cost per person than if each participant attended a public course.

If you think your team may benefit from a sales course, but would like more guidance, we can help.

Get in touch with our experienced training consultants by phone or email.

Call us at [Freephone 1800 910 810](tel:1800910810) or use the button below to ask a question online. We'll be in touch with the information you need.

[Ask a Question](#)

# Choosing the Right Course

---

## Choose a Sales Course that helps you achieve your goals

The best way to choose the right sales training is to think about the outcome you want. Ask yourself the questions “What do I want to achieve through training?” and “What skills do I need to gain from training?”.

We’ve listed some answers we often hear to those questions below, and the recommended courses on the following pages.

- “I’m looking for a well-rounded, practical, and versatile sales training for my team” ([page 8](#))
- “My sales managers need reliable skills to support them in achieving exceptional sales performance results” ([page 9](#))
- “My sales team need a fresh approach to increase their sales closing ratio” ([page 10](#))
- “My sales personnel would benefit from developing their confidence and increasing their impact” ([page 11](#))
- “My sales team make presentations or speak in public as part of their roles” ([page 12](#))
- “I would like my sales team to develop stronger communication skills” ([page 13](#))





# Sales Training Course

---



“I’m looking for an all-round practical and versatile sales training for my team.”

Our [Sales Training Course](#) is designed to be a tailored, high-impact workshop for sales teams.

There are plenty of opportunities to engage in both theoretical sales learning, and practical discussion and role play during this 2-day workshop.

This is an extremely interactive Sales Course, focused on equipping your team with effective selling skills that are relevant to your business and your products or services.

## Useful Information about our Sales Training Course

- Duration: 2 Days
- Focus: equipping your sales personnel with effective selling skills
- Suitable for: all levels of experience
- Delivery style: online or in-person at your location

## 3 Key Benefits:

- 1 Effective Sales Techniques:** Our trainers’ experience selling in a variety of sectors enhances the course curriculum, and lends credibility to the tried-and-tested techniques covered during this course.
- 2 Developing a Structured Approach to Selling:** One of the key factors to increasing sales and maintaining consistently high sales figures is having a strong structure to your sales process. Organised sales people are effective sales people.
- 3 Confidence & Motivation:** The practical style of this course means that participants will spend time in discussion and role playing in potential sales scenarios. This will help them feel more self-assured when putting their new skills into practice.

[Download Brochure](#)

[Get a Quote](#)



# Sales Management Course

---



“My sales managers need reliable skills for achieving top performance results”

This [Sales Management Course](#) is for anyone who manages a sales team, or is responsible for achieving sales results through others.

Our 2-day workshop focuses on the specific skill set that is required for driving success in sales.

This workshop is suitable for a wide scope of participants including sales managers, directors and business owners, and HR personnel at all levels.

## Useful Information about our Sales Management Course

- Duration: 2 Days
- Focus: sales leadership skills for your your management team
- Suitable for: all levels of experience
- Delivery style: online or in-person at your location

## 3 Key Benefits:

- 1 Management Skills Specific to a Sales Environment:** During this course, we focus on managing for top sales performance, and help you to utilise the management skills most suited to a sales workplace.
- 2 Proven Sales Management Guidelines:** We will give you tried-and-tested sales management guidelines that you can put into action immediately.
- 3 A Customised Approach:** As this is a tailored, in-company programme, we will adapt the content to incorporate processes, goals and challenges within your organisation.

[Download Brochure](#)

[Get a Quote](#)

# Consultative Selling Skills Course

---



“My sales team need a fresh approach to increase their sales closing ratio.”

Consultative selling is a customer-focused approach to professional sales.

Widely used in multi-national organisations, consultative selling is adopted by sales professionals who want to increase their closing rate, boost profitability, and improve their long-term customer relationships.

This Consultative Selling Skills Course is beneficial for sales teams, sales management teams, and business leadership executives.

## Useful Information about our Consultative Sales Course

- Duration: 2 Days
- Focus: gaining client-centred, consultative selling skills
- Suitable for: all levels of experience
- Delivery style: online or in-person at your location

## 3 Key Benefits:

- 1 Increased Sales & Profitability:** Consultative selling is a solution-based selling process. This means that your pitches are tailored to meet the exact requirements of your customers, resulting in a higher closing ratio.
- 2 Improved Long-Term Customer Relationships:** This style of selling establishes trust and rapport with your customers, so that you can build thriving business relationships.
- 3 A Fresh, Effective Approach to your Sales Process:** Consultative selling is a different way to sell. Beginning with effective listening, you create a detailed description of what the customer needs before making your pitch.

[Download Brochure](#)

[Get a Quote](#)

# Influencing Skills & Personal Impact Course

---



“My sales personnel would benefit from developing their confidence and increasing their impact”

This course is designed to help build confidence and enhance your team’s personal and professional potential.

Personal impact is about creating self-awareness and strengthening communication skills to have a positive effect on how you interact with others.

Increased self-confidence is a natural by-product of self-awareness and improving how you communicate.

## Useful Information about our [Influencing Skills Course](#)

- Duration: 2 Days
- Focus: developing confidence, personal impact, & influencing skills
- Suitable for: all levels of experience
- Delivery style: online or in-person at your location

## 3 Key Benefits:

- 1 Strong Influencing & Personal Effectiveness Skills:** We focus on enhancing participants’ skills throughout this workshop. They will discover how to communicate with clarity, listen effectively, and ask questions to get the outcome they want.
- 2 Self-Awareness:** Creating a sense of self-awareness is the first step of any personal impact workshop. Your team will learn about what motivates them, what their needs are, and any limiting beliefs they may have.
- 3 Ability to Handle Difficult Situations:** The skills participants acquire during this workshop will help them to cope with challenging situations in a proactive, constructive manner.

[Download Brochure](#)

[Get a Quote](#)



# Presentation Skills Course

---



“My sales team make presentations or speak in public as part of their roles”

During this interactive, Presentation Skills training workshop, we address the 2 most important elements of delivering a successful presentation: Preparation and Practice.

Your team will gain practical skills that will support them in delivering strong, impactful presentations with confidence.

Our 2-day workshop is designed for anyone who is required to make presentations, or to speak in public as part of their role. It is highly beneficial for managers, directors and leaders, and sales executives.

## Useful Information about our Presentation Skills Course

- Duration: 2 Days
- Focus: providing your team with professional presentation skills
- Suitable for: all levels of experience
- Delivery style: online or in-person at your location

## 3 Key Benefits:

- 1 Confidence:** This course is very practical, with plenty of time given to practising your presentation delivery skills in a constructive, supportive environment. Over 2 days, you will make short, easy presentations that will develop your confidence.
- 2 Delivery Skills:** Our trainers have a wealth of experience delivering presentations and speaking in public. They bring this knowledge, including many tips on tone, style, and body language to the course.
- 3 Handle the Unexpected:** Sometimes, the most daunting part of giving a presentation is the possibility of unexpected questions. We teach you how to handle these questions with ease.

[Download Brochure](#)

[Get a Quote](#)

# Communication Skills Course

---



“I’m focused on a short, practical communication skills course”

No matter what kind of work you do, your role will always benefit from improved communication skills.

This 1-day Communication Skills Course is an interactive workshop designed to strengthen and develop your communication capabilities.

It is a great way to improve both efficiency and productivity in your business, and a highly-effective training for team building.

## Useful Information about our Communication Skills Course

- Duration: 1 Day
- Focus: developing versatile, high-impact communication skills.
- Suitable for: all levels of experience
- Delivery style: online or in-person at your location

## 3 Key Benefits:

- 1 Strong, Consistent Communication Skills:** This practical workshop is designed to provide you with a comprehensive communication toolkit by covering the principles of effective communication.
- 2 Assertiveness:** We look at ways to be assertive without crossing the line to aggressiveness. In this module, we also address how to handle challenging conversations effectively.
- 3 Advice & Feedback from Experts:** This course is delivered by professional trainers who are communications experts. Our interactive live virtual classroom environment enables them to share advice and feedback as you learn.

[Download Brochure](#)

[Get a Quote](#)

This Communication Skills Course is also available as a public course. You can view dates and get more information by [visiting the course webpage](#).

## 3 Ways to Get Started

---



### Talk to Us

You can reach us by phone on Freephone 1800 910 810, or 01 861 0700 (mon - thurs, 9.00am - 5.30pm, fri, 9.00am - 5.00pm).

We will be happy to answer any questions, advise on the best option for your sales training, or provide a quote for your team.

**Freephone 1800 910 810**



### Ask a Question

If you would prefer to contact us online, request a phone call, or get in touch outside of office hours, using the "Ask A Question" button below is the best option.

We will respond quickly with the information you need.

**Ask A Question**



### Get a Quote

To request a tailored quotation for your in-company sales skills programme, click the button below.

We will be in touch with a detailed quotation fitting your team's requirements.

**Get a Quote**



# About Us

---

## Professional Development - 30+ Years of Innovation and Excellence

We believe that the key to a thriving and rewarding career is continuous professional development.

For over 30 years, Professional Development has led the way in providing practical, innovative courses leading to relevant and respected certifications.

We specialise in delivering training for core business skills including project management, agile, scrum, lean six sigma, management, communications, sales, and training design and delivery skills.

Our courses are designed to expand your skills, & enhance your career potential

## Stay Connected

---



### Our Courses

Our courses are a balanced blend of both theoretical learning and practical application. This focused learning environment optimises the impact of training.



### Our Team

Our trainers are chosen for their engaging manner and expertise in a chosen field. They bring a wealth of experience to each programme they deliver.



### Our Clients

We provide training for Ireland's leading brands, working with companies of all sizes in every industry. We also provide training for non-corporate organisations.



### Our Certifications

In many sectors, international certification is now essential. We provide many options for globally recognised certification in each subject area.

# Contact Us

---

## Head Office

Suite 11, Plaza 256,  
Blanchardstown Corporate Park 2,  
Ballycoolin, Dublin 15, D15 T934

Freephone 1800 910 810

Dublin 01 861 0700

[ask-us@professionaldevelopment.ie](mailto:ask-us@professionaldevelopment.ie)

[www.professionaldevelopment.ie](http://www.professionaldevelopment.ie)

[Contact Us](#)

