



professional  
development

# Sales Training Course

In-Company Training (2 Days)

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Flexible Selling Skills

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Tailored Workshop

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in-company for  
teams



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# About This Course

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## Fresh Ideas on Professional Selling Skills

Our Sales Training Course is suited to sales professionals of all levels who want to refine and perfect their sales preparation, pitch and closing techniques.

Whether you are a seasoned sales executive, or someone who would like to move into a sales role, you will take away versatile, relevant skills that you can begin to use immediately.

There are plenty of opportunities to engage in both theoretical sales learning and practical discussion and role play during this 2-day workshop. Each module of our sales training programme is designed to enhance your career as a successful sales professional.



### A Tailored, In-Company Format

This course is only available for in-company training. With an in-company style, we come to your location or deliver a live virtual programme exclusively to your team.

# Delivery Style

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We run this Sales Training Course for in-company (often called “in-house” or “on-site”) training.

This means that we deliver training exclusively to your team on a date you choose.

There are many benefits to choosing an in-house style of delivery.

## How In-Company Training Works

When you get in touch with us about in-company training - either by phone or by requesting a quotation using the button on this page - our expert training consultants will work with you to find the best training solution for your needs.

We will create a programme that addresses the issues and goals at the top of your list, and choose a training delivery method and dates that suits you best.



## Why In-Company?

- ✔ **Tailored for Your Team** - While still adhering to the course syllabus, we can take your business and any challenges you are facing into account when delivering the course. We will make the training delivery relevant to your team.
- ✔ **You Choose the Delivery Style** - We can deliver this training as an in-person, classroom style course (where we come to your location), or by live, virtual classroom training (learn more on the next page).
- ✔ **Flexibility** - In-company training gives you the ability to schedule training at a time that works best for your schedule. It removes the inconvenience of having to take someone out of their role for training at a busy time.

[Get a Quote](#)

# Delivery Style: Live Virtual Training

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Virtual training enables participants to connect to live, trainer-led sessions from wherever they are located.

It's easy to connect and they will gain the benefits of a classroom style of training while enjoying the convenience of learning at home.

## How Virtual Training Works

In advance of training, we will send each participant the information and link they need to join the training.

To connect with our live training, participants will need a steady internet connection and a device with a web-camera, speakers, and microphone. Most home internet connections work perfectly for live virtual training. These days, almost all smartphones, computers, and tablets have built-in web cameras, speakers, and microphones.

Our training consultants will make sure everyone has guidelines on how to get connected. It's an easy, user-friendly process.



## Why Virtual?

- ✔ **Learn from Home** - This is an ideal solution for teams that work remotely. They can connect with real-time training sessions from wherever they are currently based.
- ✔ **Delivered by Experts** - By choosing our live virtual training, your team will learn from subject matter experts. They will also benefit from the ability to ask questions and gain advice from our trainers.
- ✔ **Group Training** - This style of training enables participants to interact virtually with their team. Via our online platform, they will be able to take part in group discussions and exercises without leaving home.
- ✔ **Focused Learning Environment** - One of the key advantages of an in-person classroom style training is the focused learning environment. Live, trainer-led virtual training also provides this high-impact format.

[Ask a Question](#)

[Get a Quote](#)

# What Are The Benefits?

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## ✔ 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.

## ✔ 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.

## ✔ Confidence & Motivation

The practical style of this course means that you will spend time in discussion and role playing of potential sales scenarios. This will help you feel more self-assured when putting your new skills into practice.

## ✔ A Fresh Approach

One of the greatest benefits of learning in this group environment is the benefit of different perspectives. Our trainers encourage discussion and bring their own experiences and advice to the table.

## ✔ Identify Your Strengths & Weaknesses

Your communication style is unique. During this course, we will help you to identify and evaluate your strengths, areas for improvement and your individual communication style.



**Learn More**

**Ask A Question**

**Get A Quote**

# Who Attends?

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## Who Attends This Sales Training Course?

We always have a varied mix of participants on our in-company Sales Training Courses. Here are some examples of the kind of people who benefit from this course:

- ✔ **Business Owners**

This course teaches the fundamentals of the sales process. Becoming familiar with this process is crucial for all business owners.

- ✔ **Account Managers**

Although the role of account manager is more focused on retaining business and developing relationships, it's extremely beneficial for active account managers to understand essential selling skills.

- ✔ **Sales Executives**

Whether this is your first selling skills course or you view this workshop as a refresher, you will leave with practical techniques that work.

- ✔ **Team Leaders, Managers, Supervisors**

If you manage a sales team, it's important to understand the team's roles fully to be able to support, advise and motivate your team.

- ✔ **Complete Beginners**

If you have no sales experience, but an interest in learning how to sell effectively, this course is the perfect choice for you.

# Course Content

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## ① Understanding Your Role

- Characteristics of a successful sales professional
- Attitudes and empowering beliefs
- Identifying barriers to performance
- The 7 Step Sales Process

## ② Planning & Preparation

- Developing a sales strategy
- Prospecting and developing new business
- Making appointments by telephone
- Defining call objectives

## ③ Initiating the Sale

- Building your credibility
- How to create confidence and trust

## ④ Pitching & Closing

- Opening the call and pitch
- Setting the scene
- Communication and influencing skills
- Establishing customer needs
- Closing the sale

## ⑤ Troubleshooting

- Handling objections
- Presenting your solution
- Time management

## ⑥ Maintaining Relationships

- After-sales service
- Territory management

[Get a Quote](#)

[Ask A Quick Question](#)

# 3 Ways to Get Started

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## 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 you have and advise on the best option for your team's Sales Training.

**Freephone 1800 910 810**



## Get a Tailored Quotation

Click the button below to request a tailored quotation for your company's sales training

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

**Get a Quote**



## Ask A Question Online

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

We will respond with the information you need.

**Ask A Quick Question**

# About Us

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## Professional Development - 34 Years of Innovation and Excellence

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

For over 34 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, it service management, and training design and delivery skills.

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

## Stay Connected

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### 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

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