

# Softening the Hard Sell

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## Accelerate Training and Consulting Pty Ltd

Would you like to greatly improve marketing skills in your work team? How much easier would your job be if you could rely on ever increasing sales and a focused marketing team?

Attend **Softening the Hard Sell**, and learn how some simple 'people selling' techniques can produce outstanding results.

In this course, you will take a journey with trainers who have high level marketing and communication skills from years of successful business development in diverse organisations.

This workshop will give you a better understanding of marketing and provide you and your staff with valuable tools to make a difference in your field.

**This one day Seminar is being held monthly in a convenient CBD location.**

**Call or email to confirm interest and nominate an appropriate date**

### Topics

- *Marketing Techniques*
  - ⇒ *Clarifying client needs*
  - ⇒ *Meeting client needs*
  - ⇒ *Understanding your product*
  - ⇒ *Why does it go Wrong?*
- *Effective Selling Skills*
  - ⇒ *Interpersonal Skills*
  - ⇒ *Networks and 'lead' development*
  - ⇒ *Developing a Selling Culture*
  - ⇒ *'Fries with that' technique*
- *Conflict Resolution*
  - ⇒ *Self Awareness*
  - ⇒ *Work Effectively with Others*
  - ⇒ *Negotiation and Consensus Skills*

(Suitable for staff at all levels who are involved in marketing your organisation and its products).

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Level 2  
"The Mansions"  
40 George Street  
Brisbane Qld 4001

Cost: \$385 per person (GST incl.)  
(Significant discounts available for multiple clients from one organisation)

**Contact Accelerate and register your interest:**

Phone: 07 3012-8038      E-mail: [enquiries@xlr8.net.au](mailto:enquiries@xlr8.net.au)  
Website: [www.xlr8.net.au](http://www.xlr8.net.au)



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