



Home of England's Finest Gardens

## **Business Improvement Workshop**

### **The New Way for Sales Success**

Nothing happens until something is sold is an old, but true, saying. To-day, with so much choice around, every visitor economy organisation needs to improve its sales skills. But the world of sales has changed and old ways of selling are not working. This inspiring and refreshing workshop brings you a new model for sales success.

- You'll learn how to-day's customers want to buy rather than be sold and how to do it
- You'll learn how trust is a key element in the way you sell and how you use and deliver it

For those of you who don't like selling but know you have to, then this workshop will be illuminating. For those of you who are involved in selling and need to achieve more, then this workshop will be revealing and stimulating.

The workshop is presented by Malcolm Gallagher with fresh thinking learning from his SpotLearn Sales Academy. It's interactive, it's enjoyable and packed full of ideas you can use immediately.

Features include:

- How selling has changed and why old methods don't work well
- How to use the new model for sales success and give them what they want
- How you can overcome sales fear and use fresh thinking to make persuasive presentations

If sales and selling is important to your organisation then this will be an invaluable workshop.