



Our Training Courses – Sales and Marketing

ST*R Learning offers training courses, delivered as interactive workshops, for the following topics in Sales and Marketing. We tailor each course to suit your objectives and your people. You may also like to see our full portfolio of courses (visit the 'Training Courses' page of www.strlearning.co.uk for a pdf download or contact us for a brochure).

- * Introducing marketing
- * Developing your marketing plan
- * Developing working relationships with clients
- * Start selling successfully
- * Advanced selling skills
- * Consultative selling
- * Key account management
- * Achieving sales targets through Account Planning
- * Winning the deal – the successful sales meeting
- * Sales negotiations
- * Managing a sales team
- * Motivating a sales team for peak performance
- * Making sales appointments on the telephone
- * Increasing sales on the telephone

Looking for something special? If you can't see what you want, just contact us to discuss your requirements. We'd be happy to design a personalised solution for you.