



Customer Sales Development

Any of our courses can be delivered on-site or customized to suit your organization. For a complete course listing, consult our most recent calendar or visit our website. Here is a sampling of popular courses in this program area.

Prospecting - Increase Your Networking Ability

Prospecting is the Lifeblood of Selling. Salespeople can obtain leads, but effective prospecting requires skills to qualify a potential client. For efficient time management and increased business, learn to establish successful qualification processes. Improve cold calling techniques and build a stronger network base. Create a confident, effective 30-second pitch and develop telephone scripts. Understand the qualification and MAD concept: Does the prospect have the Money, Authority and Desire to Buy?

Effective Persuasion - Create Powerful Sales Presentations

The presentation segment of relationship selling is a persuasive, vocal and visual explanation of business propositions. It is 'the heart of the sale'. Create, develop and deliver effective and powerful presentations. Learn key elements of presentation, gain insights and techniques to provide information buyers need to make purchasing decisions. Interactive and team oriented, this workshop will increase and enhance your ability to generate more sales revenue, profits and business results.

Communication For Successful Customer Development - Build Long-term Client Relationships

Build lasting relationships and mutual trust with customers. Effective communication is crucial. Research indicates that face-to-face communication comprises 7% verbal, 38% voice tone, and 55% nonverbal expressions. Communication skills determine how successfully we interact, whether one-on-one or in larger groups. Explore the psychology of selling, communication and social styles and tailor your presentations to clients' different motivators. Learn to style flex and reduce barriers hindering constructive communication.

Negotiating Skills - Establish A Win/Win Solution To Business Partnership

Opposition or resistance is labelled as a sales objection. Learn to welcome and handle objections. Determine what stage prospects have reached in the buying cycle – attention, interest, desire, conviction or readiness to 'close the sale'. Learn to anticipate and negotiate successful transactions. Practice five major categories of objections. Implement four steps to effective objection handling. Build confidence, gain power and increase control of presentations to 'seal the deal' and obtain win/win outcomes.



Relationship Selling - Improve Customer Service, Satisfaction & Retention

Sharpen your competitive edge. Convert follow-up and service situations into sales. Create goodwill, retention and loyalty. Know your product, your customer and the competitive environment and industry. Excel in customer service. Plan and implement powerful selling techniques to create solutions and satisfy your buyers' needs. Develop a FAB selling technique – by using product Features, Advantages and Benefits to better interact with customers, project an expert image and generate sales.

Business Planning - Develop an Effective Marketing Plan and SWOT Analysis

“Marketing and Innovation are the sole functions of a business.... Everything else is overhead.” - Peter Drucker.

Designed for business owners wanting to develop and enhance entrepreneurial and business planning skills. Covers the key components and the 4 M's within Business Plans: M1 – Market; M2 – Money; M3 – Management; M4 – Moment. Meet the challenges of starting your own business. Increase the skills needed to create successfully and enhance your venture.

Your Instructor/Trainer began teaching at BCIT in 2002, and has taught numerous courses within the School of Business and Venture Development Centre, including: Professional Sales; Marketing; Entrepreneurship; and Business Planning. Her passion and commitment is to provide a high level of quality education and training through interactive business workshops, while providing a wealth of professional industry experience. Her priorities ensure students and clients have fun learning while achieving personal goals and business results. She has provided mentorship and coaching to the professional sales students at BCIT. They continue to place highly in the prestigious American Marketing Association Sales competition.

Feedback From Past Participant:

“I have never had so much fun learning such incredibly valuable lessons! The Instructor's passion and enthusiasm is energizing and inspiring!”

Continuing Education

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