

## **Exceptional Sales and Customer Service**

A Free Programme Taster Session with Lunch

9<sup>th</sup> February 2010 11.00am to 1.00pm

Venue: The Park Royal Food Innovation Centre, Dephna House,  
14 Cumberland Ave, London NW10 7QL

### **I - Communicating for Success**

An interactive session giving you powerful insights on how you learn and how to provide improved levels of customer service

After this taster session you will be able to:

- Improve your ability to communicate to customers, colleagues and friends
- Convey organisational, marketing and sales messages with more impact
- Begin to learn how to unlock your true potential so that you can communicate to internal and external customers more effectively and win greater results.

### **II - Enhancing your Sales Process**

The objective of this session is to unpack the sales process so that by the end of the taster you will:

1. Understand that sales is a process, which can be confidently communicated and managed efficiently through team collaboration
2. Understand how auditing your process will identify strengths and weaknesses and how you can generate profitable new business through enhanced account management
3. Learn some tools and techniques to enhance the sales process
4. Understand the difference between sales and marketing

**Register your place now on: 0203 110 2320/2372**

**Or email : [djoyce@parkroyal.org](mailto:djoyce@parkroyal.org)**