

**Debbie Bowman**  
**C O N S U L T A N T**

**How to ‘hit the ground running’!**  
**A Sales Starter Kit**

- How to structure a sale- easy to follow models
- Pre- call preparation – what to do before you pick up the phone or visit a client
- How to sound and feel like a true sales professional
- Setting clear objectives and planning the call
- Communication skills –understanding different styles and adapting styles to match the client.
- Asking questions – when and how to use open, probing and closed questions. Using questioning techniques to keep control of the call
- The art of active listening and building relationships with clients
- Handling objections and selling the benefits
- Matching the clients needs, summarising and closing
- Sourcing leads as a route to revenue

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