

Debbie Bowman
CONSULTANT

Selling a Portfolio

Course content

- The 'consultative' approach- what does it really mean?
- The value of brands, both yours and the clients
- How to be a partner and not just a supplier
- When should you start the pitch process- managing a contact strategy
- The portfolio proposal template -add structure to the pitch with a 5 stage proposal template
- The 10 Top Tips to selling a portfolio effectively and the pitfalls to avoid.
- Summarise the benefits to the clients of each aspect of your portfolio
- Adapting your negotiating skills to suit a portfolio sell

Contact details

020 8947 8320 / 07778 611492 / debbie.bowman@adsalestraining.co.uk