



CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) | SKILLS YOU NEED

# EFFECTIVE SALES TECHNIQUES

Learn effective techniques that will help you outperform expectations

## COURSE DETAILS

The profession of a sales person is one of a kind. It is one of the most demanding, exciting, dynamic and ever-changing professions in the world. The application of communication, negotiation and persuasion skills is expected on a day-to-day basis. Through this training, participants will have the chance to get introduced to the context of sales and take their skills to the next level. This training aims to assist participants get acquainted with what works and what doesn't in sales and teach them how to adapt their approach to be able to deliver real business results.

## TOPICS TO BE COVERED

- Business values, vision, culture, corporate image
- Knowledge of products & services
- Knowledge of competition
- Focusing on the customer - the most valuable element of the business
- Modern client concept, customer categorization, acquaintance with the customer
- Benefits of customer segmentation
- Customer relationships
- Customer types: advertiser or defamer
- Proper organization - a prerequisite for successful sales
- Increase sales through quality service
- AIDA method
- Sales stages
- Customer needs' customization
- Customer expectations and way to meet them
- Good & bad service
- Passive & active service
- Customer management
- Attracting new customers
- The role of sales in building long-term customer relationships
- How valuable complaints are
- Receiving, utilizing and managing complaints
- Role Playing-Application of various scenarios

## INSTRUCTOR

**ANDRIE PENTA (BA (Hons), MSc, CIM, AICI)**  
Experienced Marketer | Corporate Trainer

Andrie studied Marketing and Business Management in London where she also acquired the Advanced Certificate from the Chartered Institute of Marketing London. She was in charge of marketing and communications at EY Cyprus. At the same time, she graduated with Distinction from London and was awarded a Master's degree in Strategic Marketing. In 2008, she founded Penta Marketing Art, which provided marketing and public relations solutions for private and public companies. In 2010, she founded the Cyprus Image Institute after obtaining the title of Certified Image Maker (with attendance in London) and joined as an associate member of the Association of Image Consultants International. At 27, Andrie was the youngest nominated Ambassador for Female Entrepreneurship for Europe, serving since then as a business advisor and mentor. In 2013, Andrie was designated as the Goodwill Ambassador of the Hope in Life Foundation and a Cypriot Woman of the Year (2013) finalist. She enjoys regular and extensive publicity in local print, online and television programs, and has been interviewed for various publications in the US, Denmark, Holland and Greece. She was a Senior Manager at the Markets department of KPMG in Cyprus and she currently holds the role of the Organizational Leader of the Ronald McDonald House Charities of Cyprus.

Andrie is a Certified trainer by the Human Resource Development Authority of Cyprus and has over 15 years of hands-on marketing, branding, PR and communications experience. She served well-known international and local brands and she is often invited to give public speeches and share good practice.

## FOR REGISTRATIONS

NICOSIA [TEL: 22713230] / LIMASSOL [TEL: 25867500]  
Email: profstud@cycollege.ac.cy

## DATES & VENUE

**NICOSIA  
CYPRUS COLLEGE**

29/06

Monday

09:00-17:00

€170 + VAT

HRDA Subsidization:  
€119

**METHODS OF DELIVERY:  
FACE-TO-FACE**

Please note that as the situation caused by the coronavirus, keeps evolving in a dizzying speed, if by the time of commencing date is not safe to resume face-to-face tuition the course will be run as

**ONLINE TUITION LIVE (OTL)**

**7 CPD UNITS**