



Sales & Marketing

Course Outline

The course aims to enhance the participant's sales skills, focusing on advanced training in elements required to succeed in a sales-focused environment. The participant will learn how to interact with customers, manage customer relations, plus product knowledge and merchandising.

Course Overview:

The course is based upon the participant learning the following;

- Interaction with internal customers
- Merchandise stock in a wholesale and retail environment
- Demonstrate knowledge of wholesale and retail products

The programme is given as a one day course and homework. The seminars are built upon interaction and as such the participants are expected to actively participate in discussions, case studies and mini-presentations. The homework will be in the form of written reports on these case studies.

Learning Objectives

The main learning objectives of the course are deepening the participant's knowledge and skills within the area. After completion of the course you should be able to;

- Interact with customer
- Demonstrate skills in relationship management
- Demonstrate knowledge of company products
- Demonstrate knowledge and practical skills in merchandising

Certification

On the successful completion of the course, the participant will be provided a certificate of completion. Moreover, the assessor will register the BNVQF credits with BQA.

Progression pathways/continuing education

After completion of the course the participants will be able to enrol in 'Sales and Marketing Level 3'.

