



# Sales Development Programme

*Making the most of your best asset*

# FEA Sales Development Programme

## Why is the FEA Sales Development Programme a market leader?

- Dedicated Training Programme for the Foodservice Equipment market
- One-to-one programme to allow the individual to develop and not hide in a crowd
- Find strengths and areas for development, giving each delegate the best tools for their job
- Dedicated programmes for each different sector of the industry

## How is it delivered?

- Six month programme for each individual, monitoring their progress
- Group training for Sales and Financial support teams, to give them market awareness, together with wants and needs of their clients and the industry

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# FEA Sales Development Programme Key Strands

- Account management
- Communication (external and internal)
- Dealing with the changing market
- Financial awareness
- Handling objections
- Market awareness
- Mentoring for six months (one to one)
- Sales and negotiating skills
- Sales strategy
- Partnership selling
- Personal profiling
- Presentation skills
- Planning your week
- Product knowledge
- Service and finance departments awareness
- Understanding customers
- Virtual selling

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# How to sign-up and cost



## To sign-up, contact

[jocelyn.carr@fea.org.uk](mailto:jocelyn.carr@fea.org.uk)

[phil@salesdevelopmentsolutions.co.uk](mailto:phil@salesdevelopmentsolutions.co.uk) - 07795 341383

[julie@salesdevelopmentsolutions.co.uk](mailto:julie@salesdevelopmentsolutions.co.uk)



## Cost

£995 (+VAT) for FEA members

£1395 (+VAT) for non-members

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