



UWI SCHOOL OF BUSINESS AND  
APPLIED STUDIES LIMITED  
trading as

**ROYTEC**

## **Course Outline: Selling Professional Services (Franklin)**

*Cost: \$2,250.00 per person*

### **Learning Outcomes:**

- 1) Identify the main obstacles that can block sales
- 2) Understand the nature of selling viewed as a process
- 3) Understand a range of sales techniques from preparing a proposal through to closing the sale
- 4) Use these techniques to build an effective sales process for your service.
- 5) Explain the benefits of having an effective sales process that can be used consistently to deliver better sales results.

**Cont'd below:**



**Course content:**



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