



## A&P COURSE LISTING

A&P is a specialist sales and customer service training organisation. As a result, the skills that we cover will immediately add to your bottom line when applied. That is why we **guarantee** the results of all our sales events.

Event code	Course	Duration (days)		
		0.5	1	2
AP001	<b>Generating the Business</b> Outlines the basics of winning new business for those new to the sales process	●	●	●
AP002	<b>27 Secrets of Winning Customers by Telephone</b> An introduction to sales and customer service techniques in a fast moving dynamic session	●	●	
AP003	<b>Advanced Closing</b> Focuses on novel and classic techniques and approaches to gain commitment from the prospect	●		
AP004	<b>Telesales – All you need to know</b> Revealing the essentials of productive and consistent sales-, lead- and appointment generation over the phone	●	●	
AP005	<b>Advanced Telesales</b> Persuasive techniques that work to help those experienced in using the telephone to sell more and do so more consistently		●	●
AP006	<b>Black Belt Questioning</b> Selling is not telling – how to really make questions get prospects tell you what they want, and how you can more easily win that business	●	●	
AP007	<b>Essential Sales Presentation Skills</b> Using yourself, PowerPoint, flipcharts and other aids as part of compelling presentations that win new business. Incorporates many practical sessions.	●	●	
AP008	<b>Exhibiting to Win</b> Make your presence at conferences and exhibitions really pay for itself. Detailed tips and ideas on working the stand and finding great new business leads.		●	●
AP009	<b>Network not Netsit</b> The secrets of finding new customers at networking meetings, lunches, conferences and open events	●	●	
AP010	<b>Network not Netsit 2</b> Advanced techniques for leveraging your presence at networking events		●	
AP011	<b>Face to Face Sales Techniques</b> Intensive sessions on making the most of sales negotiations and one-to-one meetings			●

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AP012	<b>Key Account Management Demystified</b> Top tips for working with major customers and maximising the value of the account		●	●
AP013	<b>Objection Handling Masterclass</b> Learning to welcome objections, turning them to your advantage and winning sales where your competitors have failed		●	
AP014	<b>Operator/Receptionist Boot Camp</b> Intensive and practical sessions to ensure a consistent and high level of service at the first point of contact		●	
AP015	<b>Exceptional Sales Management</b> Turning average and new sales managers into experts			●
AP016	<b>Introduction to Sales Management</b> Territories, forecasts, motivation and planning: the foundation of good sales management.	●	●	
AP017	<b>Negotiating Win-Win Scenarios</b> The give and take process to ensure both vendor and buyer get the best result.		●	●
AP018	<b>Sales Training Basics</b> The fundamentals of passing on skills and knowledge and facilitating learning among sales-related staff.	●	●	
AP019	<b>Contact and Information Management Essentials</b> The importance and practicalities of gathering and organising prospect and customer data and maximising its value.	●		
AP020	<b>Advanced Sales Skills</b> An overview for those wanting to take their selling abilities to the next level.		●	●
AP021	<b>Sales Skills For Retailers</b> Essentials of display, customer service, handling difficult customers and more for the small-floorspace retail environment.		●	
AP021	<b>Motivation – the power within</b> Self motivation does not come naturally, it needs to be nurtured. This course outlines systems and the psychology to harness any sales person's potential.	●	●	
AP022	<b>Leveraging your time</b> A&P's time management course focuses on learning the distinction between urgent and important, keeping meetings and calls concise and organising tasks.	●	●	
AP023	<b>Bridging the gap from customer service to sales</b> Many opportunities to cross and up sell are lost when customers service staff don't spot the opportunities. This course shows them how.		●	●
AP024	<b>Essential customer service on the telephone</b> An introduction to the basics of call handling looking at voice, speech style, systems, influencing techniques and empathy.	●	●	
AP025	<b>Advanced customer service on the telephone</b> Taking basic customer service skills to the next level looking, details of body language, an introduction to NLP and turning difficult customers into lambs.		●	●

**AP026**

**Essential customer service skills (face to face)**

A course tailored to retail and front-of-house staff who need to know how to make the most profit from customers and turn situations to their advantage.

**AP027**

**Great answers for difficult questions**

Confidence in dealing with difficult clients makes for great customer service and improved sales and this course lets delegates try out their new techniques.

