

publishing portfolio

The Internal Sales Person

Within many organisations there is a growing need for a wide range of staff to become internal sales people – in essence to be able to influence others and increase productivity and profitability. This involves selling ideas, generating enthusiasm and increasing motivation in other members of staff over whom the individuals may have no authority.

Being able to influence people successfully requires the development of skills in the following areas:

- Effective communication
- Establishing credibility
- Understanding the internal client
- Influencing and motivation
- Presenting with confidence

The Internal Sales Person enables the learner to:

- Understand the needs of different departments and how to work with them to achieve their goals
- Maximise the impact of communication to avoid confusion, misinterpretation, wasted time and missed opportunities
- Use and manage feedback to increase productivity and build relationships
- Establish credibility and maintain trust when building relationships and influencing others so they can achieve their objectives
- Prepare and structure a presentation and deliver it successfully and confidently



Learning outcomes

Effective communication

- Why is it important to get your point across?
- What is the communication process?
- How do you communicate effectively within this process?

Establishing credibility

- Why is it important to establish credibility?
- Why is context important?
- What is competence?
- What is commonality?
- What is purpose?

Knowing your audience

- Who is your audience?
- What is the role of editorial staff?
- What is the role of production staff?
- What is the role of marketing staff?
- What is the role of the sales staff?
- How do you plan projects effectively that involve others?

Influencing and motivating

- Why do I need to be persuasive?
- How can I generate enthusiasm?

- How do I motivate people?
- How do I manage feedback?

Presentation skills

- What is a presentation?
- How do I prepare and plan for a presentation?
- How do I write effectively for the spoken word?
- What is the best structure to use?
- What is my style of delivery?
- How should I use visual aids?
- How should I take notes?

Target audience

This course is designed to appeal to staff in all functions at all levels.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Principles of Consultative Selling, Conversations with Customers, The Consultative Sales Process, Negotiation Skills for Sales People, Account and Territory Management, Customer Service, Networking Skills, Negotiation Skills, Managing Relationships.*