

press release

September 2006

Nelson Croom launches *Negotiation Skills for Sales People* in their Publishing Portfolio

Nelson Croom has launched a new course in their Publishing Portfolio. *Negotiation Skills for Sales People* is the latest addition to the Sales Skills range of courses.

"As many sales people sometimes find negotiating difficult, we have developed a course that enables them to close the deal with both parties happy," says Helen May, Business Development Manager at Nelson Croom. *"Sometimes sales people are concerned that if they push it too much, they will lose the sale. This course allows them to understand the negotiation process, plan effectively in advance, help them to think about the different techniques and strategies they can employ as well as anticipate the difficult situations or objections they might encounter."*

The course is designed to appeal to sales people at all levels, from the less experienced representative who wants to directly improve their performance, to the more experienced manager who wants to refresh their skills in a discreet way.

As with all Nelson Croom online courses, the learner can make their own way through the content via a variety of activities that allows the learner to learn in a range of different ways. Half day workshops are also available for a blended learning approach. Clients can run their own sessions with pre-prepared materials. Tailoring is also available to include a client's own examples and issues.

ENDS

Notes for editors:

About Nelson Croom

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

Contact Helen May to request this and to find out more about how Nelson Croom can help you:

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Ask for the new Publishing Portfolio catalogue.
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