

<b>COURSE TITLE</b>	<b>BASIC SALES TECHNIQUES</b>
<b>COURSE AIM</b>	<p>By the end of the course, trainees would:</p> <ul style="list-style-type: none"> <li>- Feel more self-confident as salespersons</li> <li>- Have the necessary skills to sell and make the profit</li> <li>- Be better equipped to win both deals and relationships</li> </ul>
<b>COURSE CONTENTS</b>	<ol style="list-style-type: none"> <li>1. Communication and feedback</li> <li>2. Assertive behaviour</li> <li>3. Self-confidence</li> <li>4. Public relations</li> <li>5. Customer care</li> <li>6. Image building</li> <li>7. Telephone skills and telesales</li> <li>8. Selling techniques</li> <li>9. Persuasion</li> <li>10. Handling cash</li> <li>11. Marketing</li> <li>12. Health and safety</li> <li>13. Ethics and confidentiality</li> </ol>
<b>DURATION</b>	30 hours
<b>SCHEDULE</b>	Five times a week, mornings or three times a week, evenings.
<b>VENUE</b>	At the ETC Training Complex in Hal Far.
<b>ELIGIBILITY</b>	Salespersons and persons who would like to work in the retail industry. Participants must be 16 years of age or over, and be literate and numerate.
<b>FEE</b>	Nil
<b>CERTIFICATION</b>	A Certificate of Achievement will be issued by the ETC

