

Grain & Feed Trade

Professional Selling Skills

Thursday 14th March 2019



Module 4

Bristol Corn & Feed Trade Association Development Programme

Introduction to the course

By the end of this workshop participants will be more able and confident to:

- To get your conversations off to a positive start
- To promote an open exchange of information
- To ask good questions to gain a clear, complete and mutual understanding of your customers' needs, concerns and opportunities
- To talk about solutions in a way that is meaningful and compelling to customers
- Respond to customer concerns openly and effectively
- End conversations with commitments that are appropriate and clear

Date

❖ Thursday 14th March 2019

Duration

❖ 1 day course

Location

❖ Bristol

Lead trainer

❖ David Hood

Subjects to be covered

- How customers see sales people
- Opening the call or meeting
- Exploring + Listening skills
- Providing appropriate solutions
- Agreeing commitments
- Skills Practice
- Handling lack of interest
- Handling Doubt
- Handling Poor Understanding
- Handling Missing Benefits
- Skills practice

Booking Form BCFTA Professional Selling Skills Course

14th March 2019

Please complete the form, chose your method of payment and return the form by post or confirm details by email to enquiries@bcfta.org.uk

Attendee	Price per Attendee Inc. VAT @ 20%	Number	Total £
BCFTA Member	£290.00		
Non-Member	£490.00		

BCFTA Membership is available at a cost of £200 + VAT – please contact the office for more information

Attendee Name	Email Address

How To Pay

Cheque - Please make payable to 'BCFTA'

Bank electronic payment – Sort Code: 56-00-05 Account No: 53800877

**Debit / Credit card payments – Via BCFTA website <https://www.bcfta.org.uk>
or the office on 01275 373539**

If you require a VAT invoice please retain a copy of this form for your records
VAT Registration Number GB 138 8065 49
VAT charged at 20%



BCFTA

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Email: enquires@bcfta.org.uk

Website: <https://www.bcfta.org.uk>

Bristol Corn & Feed Trade Association Development Programme

BCFTA has developed over the years a suite of training courses which have specifically been designed for the grain and feed trade with additional ones added at Member Company's requests. These courses have developed into a training and development programme for those working within the Grain & Feed Trade and are currently;

Module	Training Course
1	<p>Trade Awareness:</p> <p>This course has developed over the years from the original one which was very much an introduction course for new employees to one that is a must attend one for both those who have been working in the trade and relatively new employees. It is a residential course over two days which is a mix of presentations and visits on the trade covering sourcing, storage, handling, production and ending on a farm so that the attendees gain an understanding of the complete chain that is the supply trade.</p>
2	<p>Nutrition:</p> <p>BCFTA runs one and a two day nutrition courses which have been designed for those wanting basic to more advanced training. These courses make use of industry professionals as the trainers and are tailor made to meet the requirements of the course attendees.</p>
3	<p>Customer Service:</p> <p>This course is designed for all staff who have direct contact with customers and provides training on the core skills associated with this critical and important area</p>
4	<p>Professional Selling Skills:</p> <p>The BCFTA Professional Selling Skills training courses are run by a professional trainer and takes place over two days. As with all BCFTA Courses the course they follow a basic structure but are adapted and developed to meet specific requirements of course attendees as identified before the course.</p>
5	<p>Quality Systems:</p> <p>This course is designed for both existing and new staff members who are responsible for or involved in running quality systems within the grain and feed trade.</p>
6	<p>Production:</p> <p>This BCFTA Course is a 3 day residential course one that takes place in the Netherlands. It makes use of a purpose designed production training facility and is suitable for those involved directly or indirectly in animal feed manufacture.</p>
7	<p>Technical:</p> <p>The BCFTA Trading Technical Analysis training course is designed for those involved in buying or selling raw materials and provides an insight and understanding of the tools used within the trading world.</p>
8	<p>Legislation:</p> <p>Legislation and the associated changes are a challenge to companies to keep up to date with. BCFTA are planning to develop a course to cover key legislation that affect the industry so as to keep those responsible within member companies aware of responsibilities.</p>
9	<p>Project Management:</p> <p>The success of any project within a business is the management of the project and this course is for those who have such responsibility.</p>