

# FORDCO ACADEMY COURSES

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## **LIFE SKILLS**

*DURATION – ONE DAY*

- **ALL EMPLOYEES FUTURE AND CURRENT**
  - Self Image
  - Getting to Know Yourself
  - The Fallacy of Entitlement
  - Attitude
  - Circle of Life
  - How to change, if change is needed
  - Setting Life Goals and drawing up Action Plans



## **BASIC SELLING SKILLS 1**

*DURATION – THREE DAYS*

- **BEGINNER AND REFRESHER COURSE FOR ALL SALES PEOPLE**
  - Knowing the Language of Sales/ Business
  - Sales Cycle
  - Listening Skills
  - Communication Skills
  - Prospecting
  - Elements of a great Sales Presentation
  - Welcome objections
  - Handling Objections
  - Closing
  - Service follow-up and customer retention
  - Goal setting
  - Action planning



## **BASIC SELLING SKILLS**

*DURATION – ONE TO TWO DAYS*

- **BEGINNER AND REFRESHER COURSE FOR ALL SALES STAFF**
  - Telephone Techniques
  - Basic Computer Skills
  - Presentation Skills



## **SENIOR MODULE 1**

*DURATION – ONE DAY*

- **ALL SALES & FACE TO FACE STAFF**
  - The Professional Sales Person
  - Relationship Marketing: Where personal selling fits
  - Ethics First
  - The Psychology of Selling



## **SENIOR MODULE 2**

*DURATION – ONE DAY*

- **ALL STAFF**
  - Communication Styles:
    - Understanding the different Styles
    - How to Evaluate the client
    - Changing your Sales Pitch to suit the style of the client



## **SENIOR MODULE 3**

*DURATION – 6 MONTHS FOR 1 FULL DAY A MONTH*

- **ALL STAFF**
  - **Communication Skills:**
    - **Thinking**
    - **Listening**
    - **Speaking**
    - **Writing**
    - **Nonverbal**



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