

## Clear Language

Advanced Care Yorkshire offers a number of courses, these include Clear Language. Knowledge gained from this course will be of extreme use for everyone involved in direct or indirect selling, whether face to face, on the phone, by email or by other methods. The use of “clear language” is invaluable for the trainer, tutor, teacher or anyone in a training or presentation role

**This training highlights how language techniques can not only assist in making the marketing and sales process easier but deliver a completely new set of results to the business environment**

This one day course is half theory and half practical, with large areas being dedicated to training the delegate so they are immediately able to go out, apply their new found knowledge and be effective the very next day

**At the end of this course, delegates will be able to:**

- Structure marketing and sales for maximum results
- Prospect for and identify new potential customers – making sure the business has a constant supply of high quality leads
- Understand the importance of follow up and customer service, by viewing the sale as the beginning of the next sale rather than the end of the current one
- Know how to deal with price issues
- Knowing how to handle questioning, objection and criticism resourcefully
- Know how to close a deal effectively and in a timely manner
- Build rapport by learning how to understand an individual’s needs by listening to their language and noticing their non verbal communication
- Recognise and understand what customers value, by listening to their language patterns so that you can work with deeper motivation and concerns in the selling of products and services
- Build confidence in themselves, in their products, services and their clients

**Training methods:** Tutor led theory work for half a day, practical demonstrations, simulations and group discussions for half a day. Delegates will take away with them a comprehensive course handout.**Assessment:** is achieved via a thorough observation and assessment of practical elements with peer input and support. Large elements of the course are dedicated to training the delegate to be a more confident and a better skilled presenter. The delegate should be in a position to go out and pitch, and to present, effectively the very next day. On successful completion of the course, delegates will receive a Certificate.

Employers will receive all necessary paperwork to provide an auditable paper trail

