



PROFESSIONAL SELLING

NQF 4
UNIT STD - 252196

OUTLINE

The person credited with this unit standard will be able to demonstrate an understanding of features, advantages and benefits and identify these criteria with other products and services. They will also be able to record these criteria and communicate it to customers.

The qualifying learner is capable of:

- Demonstrating an understanding of features, advantages and benefits (FABs)
- Identifying FABs of different products and services
- Recording FABs
- Communicating FABs to prospects and customers





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COURSE METHODOLOGY

This course is conducted with maximum use of practical application of the skills acquired. After facilitator led training has taken place via the course material, group work and scenario driven exchanges, participants will have opportunity to relate the information back to their work place and to practice their skills through the use of brainstorming, problem solving, case studies, role-plays and copy written training exercises. Within a relaxed and more fun environment participants will learn from each other, gaining knowledge and acquiring and reinforcing skills that will result in overall improved customer service performance.

COURSE OBJECTIVES

As consumers we are all at some time or another faced with a sales person – possibly you - wanting to sell either a service or product. You may recall that you (i.e. consumer) are confronted with the usual sales pitch. This course enables you to clearly define your role in professionally selling products or services.

EDGE TRAINING CONSULTANCY

Edge Training is a Fully Accredited Training Provider with the Services Seta, Accreditation #1135. Edge is a Level 2 BBBEE Company with over 17 year's Human Development training experience in and around Southern Africa. Edge is able to provide training throughout South Africa with a National Footprint.

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www.edgetraining.co.za



+ 27 (0)87 13 555 43



info@edgetraining.co.za



+27 (0)86 72 507 32

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VAT No. 4640189041

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