



A&P COURSE LISTING

A&P is a specialist sales and customer service training organisation. As a result, the skills that we cover will immediately add to your bottom line when applied. That is why we **guarantee** the results of all our sales events.

Event code	Course	Duration (days)		
		0.5	1	2
AP001	Generating the Business Outlines the basics of winning new business for those new to the sales process	●	●	●
AP002	27 Secrets of Winning Customers by Telephone An introduction to sales and customer service techniques in a fast moving dynamic session	●	●	
AP003	Advanced Closing Focuses on novel and classic techniques and approaches to gain commitment from the prospect	●		
AP004	Telesales – All you need to know Revealing the essentials of productive and consistent sales-, lead- and appointment generation over the phone	●	●	
AP005	Advanced Telesales Persuasive techniques that work to help those experienced in using the telephone to sell more and do so more consistently		●	●
AP006	Black Belt Questioning Selling is not telling – how to really make questions get prospects tell you what they want, and how you can more easily win that business	●	●	
AP007	Essential Sales Presentation Skills Using yourself, PowerPoint, flipcharts and other aids as part of compelling presentations that win new business. Incorporates many practical sessions.	●	●	
AP008	Exhibiting to Win Make your presence at conferences and exhibitions really pay for itself. Detailed tips and ideas on working the stand and finding great new business leads.		●	●
AP009	Network not Netsit The secrets of finding new customers at networking meetings, lunches, conferences and open events	●	●	
AP010	Network not Netsit 2 Advanced techniques for leveraging your presence at networking events		●	
AP011	Face to Face Sales Techniques Intensive sessions on making the most of sales negotiations and one-to-one meetings			●

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AP012	Key Account Management Demystified Top tips for working with major customers and maximising the value of the account		●	●
AP013	Objection Handling Masterclass Learning to welcome objections, turning them to your advantage and winning sales where your competitors have failed		●	
AP014	Operator/Receptionist Boot Camp Intensive and practical sessions to ensure a consistent and high level of service at the first point of contact		●	
AP015	Exceptional Sales Management Turning average and new sales managers into experts			●
AP016	Introduction to Sales Management Territories, forecasts, motivation and planning: the foundation of good sales management.	●	●	
AP017	Negotiating Win-Win Scenarios The give and take process to ensure both vendor and buyer get the best result.		●	●
AP018	Sales Training Basics The fundamentals of passing on skills and knowledge and facilitating learning among sales-related staff.	●	●	
AP019	Contact and Information Management Essentials The importance and practicalities of gathering and organising prospect and customer data and maximising its value.	●		
AP020	Advanced Sales Skills An overview for those wanting to take their selling abilities to the next level.		●	●
AP021	Sales Skills For Retailers Essentials of display, customer service, handling difficult customers and more for the small-floorspace retail environment.		●	
AP021	Motivation – the power within Self motivation does not come naturally, it needs to be nurtured. This course outlines systems and the psychology to harness any sales person's potential.	●	●	
AP022	Leveraging your time A&P's time management course focuses on learning the distinction between urgent and important, keeping meetings and calls concise and organising tasks.	●	●	
AP023	Bridging the gap from customer service to sales Many opportunities to cross and up sell are lost when customers service staff don't spot the opportunities. This course shows them how.		●	●
AP024	Essential customer service on the telephone An introduction to the basics of call handling looking at voice, speech style, systems, influencing techniques and empathy.	●	●	
AP025	Advanced customer service on the telephone Taking basic customer service skills to the next level looking, details of body language, an introduction to NLP and turning difficult customers into lambs.		●	●

- AP026** **Essential customer service skills (face to face)**
A course tailored to retail and front-of-house staff who need to know how to make the most profit from customers and turn situations to their advantage.
- AP027** **Great answers for difficult questions**
Confidence in dealing with difficult clients makes for great customer service and improved sales and this course lets delegates try out their new techniques.
- AP028** **Social Media That Sells**
Twitter, blogging, newsletters and LinkedIn are not fads. They are part of a new trend of highly personalised communication tools that can be used to win new clients

