

# Connecting you to Opportunities and Success.



## Pricing Products and Services, including Selling Techniques

### Module Objectives and Learning Outcomes

- ✓ Know what areas to consider when developing your prices
- ✓ Understand how to effectively put together a pricing structure for products and services
- ✓ Understand the importance of preparation in successful selling
- ✓ Utilise tools and techniques relative to selling practice
- ✓ Understand the recognised stages of selling, and overcoming barriers in the customer buying process
- ✓ Consider the appropriate channels for selling your product / service
- ✓ Understand the importance of building trust in relationships, to enhance chances of success
- ✓ Establish the importance of, and different ways of building effective communication
- ✓ Improve confidence and ability in closing the deal and general selling practice

# LearningPlus Enterprise

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