

To find out more information on course dates and venues please complete the Expression of Interest Form and return to address below

Name: _____

Company: _____

Company Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: () _____ Fax: () _____

Email: _____

Applied Marketing & Selling Skills Program
Course Registrar (AMSS)
Break Thru People Solutions
PO Box 114
Wyong 2259



Break Thru People Solutions

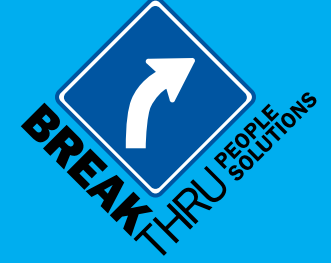
Old Primary School
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Wyong NSW 2259

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Facsimile: (02) 4351 2714
Email: training@breakthru.org.au

ABN 18 097 919 607

breakthru.org.au

Break Thru People Solutions
present all EDGE courses on behalf
of EDGE Employment Solutions (WA)



APPLIED MARKETING & SELLING SKILLS

This practical training course
will equip staff working
within employment services
with the knowledge and skills
to successfully reverse
market all job seekers using
contemporary sales and
marketing strategies

breakthru.org.au

Breaking thru barriers, creating futures.

Applied Marketing & Selling Skills

“Applied Marketing & Selling Skills” represents the collaborative efforts of senior managers of Job Services Australia, Disability Employment Network and Vocational Rehabilitation services operating across Australia and New Zealand.

Course designers and facilitators have extensive field experience in marketing diverse job seekers coupled with relevant Masters Degrees.

Program content:

Module 1

Selling skills

- Overcoming selling reluctance
- Sales correspondence that works
- Telemarketing
- Appointment preparation
- Presentation tools
- Understanding employers needs
- Negotiation techniques
- Questioning techniques
- Managing objections
- Closing the sale
- Creating satisfied customers

Module 2

Marketing skills

- Advertising
- Promotions
- Building customer loyalty
- Publicity

Learning outcomes

At the end of this training participants will be able to:

- Sell their service and jobseekers in a way that meets employers needs and achieves maximum placement outcomes
- Apply customised sales skills (reverse marketing), including: benefit selling, questioning techniques and managing objections
- Research prospective employers and identify their recruitment needs
- Apply techniques for closing the sale and motivating the employer to take action
- Utilise a range of cost effective marketing techniques that effectively advertise and promote your service
- Understand how to gain cost free exposure to the media through publicity strategies
- Implement strategies to establish enduring partnerships with employers and gain their loyalty

Course participants comments

- “I feel re-energised and have come away with some great new marketing ideas”
- “The trainer’s insight and experience in this industry is refreshing. Sensational!”
- “Gave me the confidence to know that I can successfully market our job seekers”
- “Really valuable, professionally presented, fun and thoroughly inspirational!”
- “Would highly recommend to anyone working in this field”

Course times:

AMSS runs over 2 consecutive days from 9am to 5pm.

See www.breakthru.org.au for course dates or phone to discuss an internal course facilitated on dates that suit your organisation.

Fee:

\$550 (plus GST) per person

Includes:

- Lunches, morning and afternoon teas
- Course manual, including marketing and selling resources
- Statement of attendance