

# Selling the Invisible

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**Date:** Wednesday 9th May 2012

**Time:** 5pm for a 5.30 start. Finish at 7pm when attendees network over a glass of wine

**Venue:** Imperial Hotel, First Avenue, Hove (<http://www.imperial-hove.com/maps.htm>)

**Cost:** £30\* plus VAT (there is no joining fee - people just pay when they book)

## Synopsis:

This session explores the importance of adopting a consultative approach when selling services. Whether you sell to other businesses or consumers, it's quite easy for suppliers of the services you offer to look and sound the same. The key to winning market share is to take the time to engage the client. Many people adopt the "talking brochure" approach and fail to spend enough time understanding the real needs of the potential client, how to structure a program to engage the prospect over a period of time and then win the sale through a carefully planned conversation.

**Terms:** \*Payable on presentation and in advance of the event. Any cancellation must be made in writing at least 48 hours prior to the event, or payment will be due in full.

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