

## Why People Fail to Sell!



*Is Your Team  
Struggling to Get  
Sales Over the Line?*

Fáilte Ireland is delighted to offer this **NEW** one day workshop on effective selling.

The workshop is not only for dedicated sales team members but for all front-line staff where selling is an important aspect in their working day.

**Duration:** 1 Day - 9.30am to 5.00pm

**Cost:** €100.00 per person (€150 for two participants) including lunch and course materials

***Express interest with your local region:-***

<b>Contact:</b>	Dublin Region:	management.development@failteireland.ie
	North West Region:	jackie.burns@failteireland.ie
	West & mid-West Region:	agnes.odonnell@failteireland.ie
	South West Region:	carmel.barry@failteireland.ie
	South East Region:	deirdre.omahoney@failteireland.ie
	East Midlands Region:	damien.brennan@failteireland.ie

**Topics will include :-**

- The impact of the economic climate and the internet on selling
- Understanding why people fail to sell
- The common pitfalls and classic mistakes of selling
- Types of Sales: Recognising the differences and choosing the correct tools
- Adopting a strategy and developing an effective plan
- Executing the Sale: Preparation, delivery, closing and beyond