

The Apprentice – Selling, Pitching and Presenting

eCourses

Duration: 3 hours

Course level: Introductory

Delivery method: DVD-ROM

Introduction

In business, you're constantly selling, pitching and presenting. Whether you're addressing a large audience, meeting a prospective customer or discussing ideas with a colleague, you're promoting your business, your product and yourself. Having the right skills could make all the difference.

The Apprentice – Selling, Pitching and Presenting can help you, your sales team and anyone else involved in pitching and presenting to develop the skills that are crucial to this area of business. Based on the successful TV show, the course uses clips to showcase examples of success – and failure – featured in the programme.

Who is the course for?

The course is ideal for anyone involved in selling, pitching or presenting in a small or medium-sized business in any sector. It is particularly appropriate for sales representatives, business developers, managers, team leaders, or business owners.

There are no formal entry requirements for the course, though some experience of selling, pitching or presenting would allow you to build on your existing skills and knowledge.

There are two other titles in the series – **The Apprentice – Negotiating to Win** and **The Apprentice – Leadership and Management**. You can also buy all three DVDs together and save 20% on the separate selling price.

What will you get from this course?

When you have completed this course, you will understand how to:

- define your sales goals, and plan and prioritise sales activity
- understand customer needs, so you can target pitches and presentations appropriately
- adapt your communication style to suit different people and situations
- know when to 'close' and when to negotiate
- use account management skills to retain customers

Course features

The course comes on a DVD-ROM. The way the course is structured means you can work at a pace to suit you, getting an overview in some areas, or going deeper when you want to learn more.

Key concepts are presented through text, audio and video. Clips from the TV show illustrate the use of key selling, pitching and presenting skills, as well as pitfalls that should be avoided.

You can try a number of interactive 'business challenges', presented by Alan Sugar's senior aide on the TV show, Nick Hewer, to apply what you've learned and check your progress.

The course also includes a number of printable resources including a course summary, recommended reading, a quiz and pointers to develop your skills.

Please note: This DVD-ROM contains footage from the TV programme and therefore may include language that some people may find offensive.

Other courses you might be interested in

Leadership

The Apprentice – Negotiating to Win
The Apprentice – Leadership and Management

Marketing

Steps to Success – Professional Sales Skills

Course code: 103107BT003

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