



The European Institute for Industrial Leadership

Personal Selling and Influencing Skills HPL 60

A two and a half day workshop on 9th - 11th June &
10th - 12th September, 2008

Chateau Latour de Freins, Rue Engeland 555, 1180 Brussels

Objective

A two and a half day workshop designed to enhance the ability of participants to convince others to accept their ideas; key both for those in sales roles and for those involved in introducing and communicating changes within an organisation. This workshop will use a combination of theory and practice, and the vehicle of selling a product or service, to illustrate the persuasion process. From the importance of developing a clear goal and a thorough understanding of the other parties involved, through to ensuring commitment and follow-up, this workshop will help participants to develop a range of skills that can be used in a wide range of selling and persuading situations.

Key Benefits

- Develop an understanding of professional selling techniques
- Develop individual selling and influencing skills
- Improve confidence in all persuading situations
- Identify effective approaches
- Plan a sales interaction and anticipate outcomes
- Identify and respond effectively to selling tools used by others

Who Should Attend?

This workshop is designed to meet the needs of engineers and technologists with five to ten years' post-graduate industrial experience and some early supervisory experience, including those in project management roles. The workshop will also benefit managers from other disciplines who need to lead multicultural teams of people in either general or functional management positions, particularly those contemplating significant business change programmes in the near future.

The workshop will be conducted in English.

To find out further details about this workshop, or to make a booking, please contact secretariat@eiiil.net



www.eiil.net

The Master of Industrial Leadership Pro- Personal Selling and Influencing Skills HPL 60

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Chris Jeffs started his career as a graduate mechanical Engineer in ICI Plant Protection Division (later part of Zeneca Agrochemicals) in which he led a team developing specialist spraying equipment. Chris then moved to ICI Paints, initially in technical service and training roles, before moving into the marketing team to lead an initiative which put ICI Autocolor at the forefront in supporting its customer in operating more environmentally-aware processes. Chris held a number of sales and business development roles, ranging from selling to small, family-run businesses to managing major accounts with multi-national corporations, before he accepted a role to develop a new business model involving aligning with the industry influencers such as insurance companies.

In 1999 Chris moved to Uniqema to lead a major production re-siting initiative whose success depended not only upon the effective transfer of technology but also on the retention of customer loyalty. Following successful delivery of this and a further project to implement a customer-relationship management system within Uniqema's European business Chris accepted a role to lead the transformation of Uniqema's European Crop Protection Additives business. In 2004, after handing over a thriving business, Chris left Uniqema to establish CCA Bentham Ltd, a company dedicated to helping businesses and business teams to devise and deliver winning business development initiatives.

Application form

Please complete this application form and fax to +32-2-639-0399

Alternatively fill in the online application form at www.eiil.net or complete the form below and post to:

The Secretariat
European Institute of Industrial Leadership
Chateau Latour de Freins, Rue Engeland 555,
1180 Brussels, Belgium

Name:

Company:

Position:

Daytime Tel. No. :

Email:

The fee for a 3 day EIIL workshop is €2250*

* exempt of VAT according to article 44, §2, 4° of the Belgian VAT Code.

Members of the EIIL, or one of its supporting organisations, may qualify for assistance with workshop fees from the EIIL Scholarship fund. For further information on whether you are eligible for this, please contact the secretariat at secretariat@eiil.net.

Payment requested by bank transfer to:

ING Bank
Account Number : 310-1978319-90
IBAN : BE34310197831990
BIC BBRUBEBB

Places will be confirmed on receipt of payment. If you require an invoice, please complete the details below:

Invoicee.....

Company address.....

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Company number

Vat number.....