

# TECHNIQUES FOR TURNING ENQUIRIES INTO CLIENT INSTRUCTIONS

## SRA COMPETENCIES C AND D

Is this event for you?

- ✓ Do you (and your staff) know how to turn enquiries into client instructions?
- ✓ Can you establish rapport over the telephone when the enquirer just wants to talk about costs?
- ✓ Can you discuss costs confidently?

### COURSE DETAILS:

*Date:* 26th June 2017

*Location:* York Innovation Park, Innovation Way, Heslington, York, YO10 5DG






*Times:* 12.00-14.00 (Registration 11.30)

*Cost:* £70 including lunch and refreshments.

*Presenter:* Ann Page

**Special Offer:** Book two places and save £30  
(Total price for 2 people is £110 instead of £140)

What the Programme Covers:

-  Communication techniques to position you as a trusted adviser
-  The one key communication skill to create immediate rapport
-  How to use the three F's to motivate client buying decisions
-  Pre-empting and handling objections using influencing techniques
-  How to discuss costs confidently.



**PLUS**

Conversion Action Plan

