

Selling in a Tough Climate

FREE CAPACITY BUILDING WORKSHOP FOR GLASGOW SME'S & SOCIAL ENTERPRISES

GRREC Temporary Visitors Centre | 425 Polmadie Road | Glasgow | G42 0PJ

Thursday 24th August 2017 | 10:00 – 12:00 hrs

Part of the FTSE 250 Pennon Group, Viridor is Scotland's leading recycling, renewable energy and sustainable waste partner. Working with 96% of Scottish local authorities, public bodies and Scotland's leading businesses, Viridor operates a £100m Scottish network of advanced recycling infrastructure and is investing £500m to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to design, build finance and operate a European class modern recycling and renewable energy centre to better manage the city's 200,000 tonnes of residual waste that until now would have gone to landfill. The £154m project will deliver a broad range of opportunities for small businesses and social enterprises including a commitment to support a programme of capacity building workshops.

Selling in a Tough Climate : What will you learn

- Why many sales approaches are failing in the current market
- How to understand your prospect's real buying motives
- The 4 key elements to managing your business to achieve continuous sales improvement and build A + Level sales people
- 7 steps to Trusted Advisor Selling that gets results
- How to motivate your salespeople to take responsibility and stop hiding behind excuses

Particularly relevant to Managing Directors or Sales Directors not achieving what they belief they could.

Delivered by Alan Mackie from Sandler Training

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Local business and enterprise