

Breakfast Bites

Short Courses for Lasting Results



"If you find you and your staff can't get out of the office for a full day of training; Auridian's Breakfast Bites are your answer."

Sales in the Information Age

With the abundance of information available on the internet, price matching becoming an increasingly popular marketing tool, and growing confidence in making online purchases, there is no doubt that the game has changed. Traditional sales steps are no longer enough to guarantee commitment; you need to have an understanding of the psychology of sales and the often irrational thought patterns that lead people to buy.

This course will teach you the fundamental new skills you need to deal with the modern day customer and thrive in the changing market, and move from being a mere information service to a valuable decision making coach.

TIME: 0800 -1000

LOCATION: CBD venue

INVESTMENT: \$85.00 + GST



Topics include;

- New game; new rules
- The Internet: an aggressive competitor
- Information overload and cyberspace confusion
- Your new role: the decision making coach
- The perception of 'cheap'
- Effective upselling to the modern day client
- The value equation
- Creating comparisons and illuminating value

Adelaide: 22nd November 2011

Brisbane: 18th November 2011

Canberra: 22nd November 2011

Gold Coast: 16th November 2011

Melbourne: 16th November 2011

Perth: 16th November 2011

Sydney: 15th November 2011



Register online at www.auridian.com.au.

For more information please contact us on 1300 206 637 or info@auridian.com.au. Conditions apply. For full details visit our website.



Spaces are limited so book your seat now