

Aster Training

Aster Interim Solutions Limited

EMS Sales Training

Price: £325.00

Course Overview

Aster Training present one of the few specialist training courses designed exclusively for the electronics manufacturing services sector. With over 15 years experience at manager and director level within the sector, our course tutor identifies the methods, strategies and techniques used to increase the turnover of the every business with which he has been associated.

Whether your company is a SME, regional CEM or a multi-national company, this course can provide you with an insight into what it takes to be successful in business development in the EMS sector. This one day course is suitable for sales and marketing professionals of all levels.

What you will learn

At the conclusion of the course each delegate will be able to appreciate:-

- How to 'make a difference' in sales in the EMS sector
- The right marketing strategy for their business
- How best to utilise the power of the Internet
- Methods for attracting new customers
- Techniques for 'closing' orders

Course Contents

This specialist electronic manufacturing services business development course covers the following topics:-

- Introduction to Marketing a EMS business
- How to develop a marketing plan
- What can we learn from existing customers?
- Market Segmentation
- Market Research
- Service Planning and Business Positioning
- Increasing Brand Awareness
- Making the Internet work for you e.g. Web Statistics, Search Engine Optimisation
- Tele-Marketing & Cold Calling – How appropriate are these techniques?
- How to write 'call to action' sales letters and documents?
- Making winning sales presentations
- How to measure customer satisfaction?
- Dealing with objections and perceptions
- Learning how to 'close' an order
- Learning from Competitors
- Implementation of Customer Relationship Management (CRM)
- Setting up manufacturing service agreements
- Question & Answers

Click on the icon to download the electronic manufacturing services course brochure.

Elements of the course content require the delegates to participate in interactive role play.

Courses are limited to a maximum of twelve delegates. Course cost covers the training session, a comprehensive set of course notes, lunch and refreshments.

This is a non-residential training course. For further information contact Aster Training on **01296 720281** for a Free Consultation to discuss your training requirements. This course can also be delivered on your site if required and it can be tailored to your specific requirements.

Costs are exclusive of VAT which is chargeable at the current rate. Prices are correct at the time of publishing, but may be varied in line with market conditions from time to time.

[Vendor Information](#)