

The graphic features the words 'SELL IT SMART' in a large, bold, dark blue font with a white outline. The text is arranged in two lines: 'SELL IT' on top and 'SMART' below. A yellow semi-circle, representing a sun, is positioned behind the letter 'I' in 'IT'. The background consists of dark blue wavy lines with green wavy lines overlaid, creating a water-like effect.

What is covered?

Whether you're just starting out or growing your business, this course is all about building the skills that help you sell smarter, market better, and make deals that work. You'll explore how to really understand your customers, craft a marketing plan that gets results, and negotiate with confidence. It's practical, hands-on learning that connects directly to the day-to-day running of your business.

- How to identify your ideal customers, what they need, and how your offer meets those needs
- Ways to promote your products or services based on real benefits, not just features
- How to handle common objections and turn hesitant customers into confident buyers
- The fundamentals of market research, target setting, and promotional planning
- How to build a marketing plan with realistic costs and measurable goals
- What makes a successful negotiation, how to prepare for one, and how to close the deal
- How to assess and manage risk when negotiating for your business

Key Information

Qualification: SFEDI Level 2 Award in Self Employment.

Cost: Fully funded for eligible residents.

Funding requirements: Tees Valley, South Tyneside or North Yorkshire resident. 19 years old and over.

Upcoming Course Dates

- To be confirmed