



Title of Capacity Development Workshop:	Title of course Mastering sales to deliver your mission
Contact details	
Name of proposing organization/s	Whitten & Roy Partnership
Practical requirements	
Timing	Half Day / Friday afternoon
Minimum/ Maximum number of participants	15-50
Facilities preferred:	Room with chairs and U-shape table (if possible) and flip chart. We will do an interactive workshop.
Staff details	
Names, qualifications and brief description of experience of staff delivering the workshop.	<p>Connie Smith – sales consultant Connie has an MA in human geography at the University of Edinburgh. She has over 18 years' experience in sales and business development.</p> <p>In the last few years she is been focusing on helping NGOs and social enterprises to sell sanitation products in West and East Africa. Connie is also chair of the board of Trustees for a charity operating in Uganda.</p>
Course details	
Aims:	<p>Teaching a problem-led sales approach to transform customers' behaviours. Normally NGOs and social enterprises focus on developing great sanitation products and forget to train their people on how to sell them in way the enables a permanent behavioural transformation</p>
Intended audience:	<p>NGOs / Social Enterprises that adopt a market-based approach to develop an organic and sustainable way to improve sanitation in the developing countries</p>

Intended Learning Outcomes/Objectives:	<ol style="list-style-type: none"> 1. Understanding of the sales approach “Problem first / Solution second” 2. Connecting to customers, listening, educating and increasing the customer’s decision intelligence 3. Sales capability
Format and Content of Workshop	<p>The workshop will be experiential. Participants will learn via role plays, practice and sharing of their own experience</p>
Materials to be circulated in advance or after the workshop.	<p>Printed workbook</p>
Means of assessment and feedback to students:	<p>Self-assessment questionnaire to fill in at the end and plan to track progresses</p>
Mechanism and means of course evaluation:	<p>End of session feedback discussion</p>