

# How to Generate and Increase Sales

**FREE CAPACITY BUILDING WORKSHOPS/ WEBINARS FOR GLASGOW SME's & SOCIAL ENTERPRISES**

**Online Workshop Via ZOOM | Tuesday 23<sup>rd</sup> September 2025 | 9:30am – 10:30am**

This workshop is designed to help business owners understand, plan, and execute sales strategies that work. It will be interactive, practical, and engaging, with real-world examples, discussions, and activities to ensure attendees walk away with actionable sales strategies. Sales don't happen by accident! This interactive session will help you understand, plan, and execute effective sales strategies to grow your business.

## **How to Generate and Increase Sales**

This webinar will cover:

- Identify your ideal customer – who they are, where to find them, and how they like to communicate
- Map your sales journey – from Awareness to Retention, ensuring you guide leads through each stage effectively
- Overcome objections with confidence – learn how to handle resistance and turn hesitation into a 'yes'
- Develop your signature offer – ensure you have the right products or services at the right price points
- Balance sales and marketing – understand how both work together to bring in and convert leads
- Create a follow-up strategy that works – nurture relationships and stay top of mind without feeling pushy

**Workshop Delivered by Clarity Consultants: 'We work with businesses to help them grow through social media, collaborations, marketing strategies and being seen within the right networks. Whether you are looking for basic social media management, training or a fully tailored marketing strategy, or something in-between - we can help. We are expert event planners online and offline. We are a great believer that every business's USP is their people - and you will always be the basis of our approach. Everything we do will be designed around what your customers expect to see from you'.**

**TO REGISTER, EMAIL:** [transformingwasteinglasgow@viridor.co.uk](mailto:transformingwasteinglasgow@viridor.co.uk)

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Viridor is Scotland's leading energy and sustainable waste partner. Working with Scottish local authorities and leading Scottish businesses, Viridor operates a £500m network of advanced infrastructure to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to operate a modern class, leading recycling and renewable energy centre at Polmadie Glasgow, to better manage the city's residual waste that previously would have gone to landfill. As part of Viridor's Community Benefits commitments the project has delivered a broad range of opportunities for SMEs and SEOs including an ongoing commitment to support a programme of free capacity building workshops.



**Local business and enterprise**