



YOUNG 
enterprise

SCOTLAND

Geoff Leask
Chief Executive

Brian McEwan
Programme Manager

WHO WE ARE

Young Enterprise Scotland is a charity that runs training programmes and provides practical experiences for young people to get involved with business and enterprise



Where are their sales?

Question the value...

- Han's Christian Andersen Fairy Tale
- Two Swindlers
- Paraded in public
- Unworthy of their position
- Lone child voice cries out

Aim of the Workshop

- Provoke Debate and Discussion
- Consideration given to practical Sales, Trade and Selling opportunities
- Business Degrees and Enterprise Education Programmes



Sales Process

- Opening Statement
- Information / Problem Identification
- Demonstration
- Objection Handling
- Negotiation
- Close / Follow Up

Discuss...

- How far have we come in our teaching of essential practical selling skills?
- How is this applied in our Enterprise Programmes?
- Can we sell our way out of low economic growth?

Reflection...

- How is the sales process considered in any aspect of the Enterprise and Entrepreneurship Education that we deliver in the UK and Internationally?
- How can we take this knowledge and seek ways to enhance?

**THE EMPEROR HAS
NO CLOTHES**

