

SUMMARY

Theme: «Training as an element of PR management.
(The project «Successful seller»)»

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Keywords: PR professionals, training programs, PR ways of managing people, sales training, intensive training in PR management, effective communication with customers, sales technologies.

Relevance of research topic is that the current state of market economy is that there are fundamentally important unresolved problem reproduction specialists who are able not only to communicate with customers, but also to be the first and direct advertising media production company in which they work. Competitive quality employees in an unstable current crisis situation on the economic market is one of the most important advantages, which try to seek a company. If we talk about training, the professional competence of future employees in various areas is formed by means of educational programs and trainings. Visiting of seminars and workshops allows the beginner to become a successful specialist in their field. Only a professional can competently present any product or service, demonstrating their communication skills, promoting the product and simultaneously forming a positive image of the company.

In today's level of competition in the market it is impossible to increase sales without integrating the work of people at all levels. The main problem with most local companies is an outdated approach to work, however she has the solution. That is why today is especially popular internal trainings, aimed at building a system (algorithm of sales) in the head of staff and educational programs in the fields of advertising, marketing, recruitment and motivation.

So, **the research purpose** our research is the development of sales training for PR specialists with the aim of improving their professional skills. The implementation of the declared objectives guided the formulation and solution of the following tasks:

- to characterize the training as a method of intensive staff training in PR management;
- to identify areas and provide a classification of existing training in the field of PR in Russia;
- to analyze the main characteristics of the training PR-training in the field of retail sales;

- to develop a programme of author training "Successful salesperson" for a network of stores retail products.

The theoretical significance of the research is that was conducted a comprehensive study of training form of training and its applications in PR, developed a new classification of PR training on a variety of grounds.

The practical significance - the author's program of training "Successful salesperson" can be used to work with the participants in the network of shops of retail products;
- presents the study conclusions and recommendations can be used by specialists in the field of PR, marketing, advertising and management for further theoretical research and in everyday work.

The result our research is the development of the program of the training "Successful salesperson" for a network of shops of retail products in the city of Pyatigorsk "Seven furnaces."

General recommendations to improve the level of professional training to be: invited to undergo training to understand and work through the steps on each of the five stages of customer interaction:

- establishing contact;
- identification of needs;
- presentation of the goods;
- handling objections;
- the completion of the transaction.

The participation of experts in the field of sales suggested by the author the training will enable them to increase the effectiveness of their work with clients that will contribute to creating a favorable image of the company and development feedback.