



*the sales improvement people*

# Training Services



# Boost Your Sales Skills

### About The Course

Face-to-face selling requires a lot of time, energy, and expense, but the payoff can be tremendous. Despite all of the new high-tech alternatives, an in-person sales presentation is the single most powerful marketing tool in business today. National television advertising, telemarketing, e-mail, or print advertising have nowhere near the ability to motivate a particular customer to actually place an order as does face-to-face selling.

### Who Should Attend?

This workshop is ideally suited to the sales professional who needs to be well informed and able to take control of the meeting in order to guide the client through a process that thoroughly investigates needs and makes your case with impact.

### Course Overview

- Fundamental facts about selling
- Good and bad selling
- The importance of customers
- The sales process
- What makes a successful presentation
- It all starts with you!
  - The importance of preparation
  - Setting realistic goals
  - Producing a sales plan
  - Producing a territory plan
  - Planning the sales interview
  - Preparing the Agenda
  - Putting yourself in the shoes of the buyer
    - Structuring the meeting
    - Making first impressions count
- Building rapport
- Understanding body language
- Discovering the buying motives
- Asking the right questions
- Active and dynamic listening skills
- Features, advantages and benefits
- How to break the objection barrier
- Closing skills
- Presentation skills
- Self motivation
- Effective follow-up
- Building lasting relationships
- Calculating your success
- Time planning
- Tracking prospects
- Top sales tips
- Questions and answers
- Action plan

# Leading Your Sales Team

### About The Course

The knowledge and skills necessary to be a good manager are different than those needed to be a top sales performer and this workshop focuses on developing the knowledge, skills and strategies necessary to transform a sales team into a positive and productive force. 'Leading Your Sales Team' will empower you with tools, techniques, useful and useable advice, tips and insights to help you obtain consistent results

### Who Should Attend?

This workshop is ideally suited to anyone who is responsible for leading the sales team and who would like to develop the leadership skills to achieve greater sales success.

### Course Overview

- Understanding the changing world of sales management
- Roles and responsibilities of successful sales managers
- Leading a sales team, rather than just managing it
- Leadership styles – which to use when for getting results
- Sales leadership in practice
- Sales forecasting and planning
- Developing and Empowering the sales team
- Monitoring and evaluating the performance of your sales team
- Understanding individual motivational factors and how they differ from person to person
- Setting objectives that motivate and keep individuals focused
- Measuring sales performance and communicating effectively
- Building team spirit
- Putting motivation to work of performance
- Target-setting and Planning that is realistic, fair and motivational
- The importance of consistent feedback
- Business Strategy and CRM
- Planning your time across team, individuals, customers and the office
- Recruiting - finding the right people
- Training and Coaching for effect
- Running successful sales meetings
- Action Planning

# Winning Telesales Techniques

### About The Course

Many companies recognise that the telephone is one of the quickest and most convenient ways of establishing customer contact and as such, is a vital business tool for increasing sales. All sales, whether large or small, start with a single telephone contact. Many companies are recognising that using the telephone is one of the most effective ways of identifying and attracting new customers and clients.

### Who Should Attend?

This workshop is ideally suited to anyone who uses the telephone as a means for selling goods or services and who make or handle a large number of sales calls. The aim of the workshop is to improve confidence, skills and techniques to maximise on potential sales.

### Course Overview

- The qualities of a successful sales person
- Planning and preparation
- Setting realistic goals
- Creating call objectives
- Understanding your buyer
- Opening the call with confidence and projecting a professional image
- Improving rapport by adapting your behaviour accordingly
- Analyse non-verbal communication, in particular voice, projection and pace
- Putting yourself in the customers shoes
- Uncovering needs and gaining results through the use of open/closed questions and probing techniques
- Using your voice – the right tone and positive words
- Actively listening
- Summarising and clarifying
- Controlling the call assertively
- Adding value
- Closing with confidence
- Calculating your success
- Action planning

# Prospecting and Cold Calling: With Confidence and Ease

### About The Course

The importance of telephone prospecting cannot be overstated. In today's competitive business world sales people need to constantly build and hone their skills if they want to achieve sales success. Gaining new appointments, clients and new sales is essential to ensure consistent sales growth. All sales, whether large or small, start with a single telephone contact. Undoubtedly though, this first call is the most challenging for sales professional.

### Who Should Attend?

This workshop is ideally suited to anyone who is required to actively use the telephone to make contact with prospective new clients. This could apply to anyone involved in or considering sales, telemarketing or telesales, or seasoned sales people who need to sharpen up on their prospecting skills.

### Course Overview

- The power of the telephone
- The importance of time planning
- Research and preparation for the call
- Understanding your prospect
- Overcoming fears
- Communication – the 3P's of the voice - projection, pitch and pace
- Your telephone personality
- Passing through gatekeepers to reach important decision makers
- Opening the call with impact – giving the prospect a reason to listen
- Setting the agenda
- Building credibility and trust
- Probing questioning techniques for maintaining control and building greater understanding
- Presenting the right proposition at the right time
- Objections – dealing with them elegantly and effectively
- Closing – knowing when and how to ask for what you want
- Appointment-making skills and techniques
- Dealing with rejection and maintaining motivation
- Action planning

# Win-Win Negotiations

### About The Course

Negotiation has become a major part of the final stages of a business deal. Now, everything has become 'negotiable' and stakes are high for both buyer and seller. The ultimate aim should be a "win-win" situation where both supplier and buyer arrive at a deal which is good for both parties. This is important because seller and buyer could be forming a business relationship which may last years.

### Who Should Attend?

This workshop is adapted to suit either sales or buying professionals who are involved in negotiating agreements. It is designed to help understand the negotiation process and to improve negotiating skills. This course covers the stages of negotiation in detail together with many opportunities to practice the new skills. Delegates are given a range of strategies to adopt in any given negotiation situation and exercises that illustrate the creation and importance of win-win outcomes for building long term relationships.

### Course Overview

- Win/Win – what does it mean and why is it so important
- The benefits of adopting a structured approach to negotiating
- Practical steps to negotiation preparation
- Establishing a fall-back position to negotiating an agreement
- Deciding what you want and setting your priorities
- Creating a credible opening position
- Techniques for establishing the supplier's position
- Win-Win versus Win-Lose negotiations
- Psychological interaction
- Understanding the supplier's perspective
- Assessing the balance of power
- Matching the right behaviours to the situation
- Finding common positions, exploring options
- Assessing the other party's position
- Using incentives and pressures to encourage concessions
- Proposals - when and how to make them, and how to respond to the supplier's proposals
- Tough negotiators - their techniques, tactics and ploys, and how to deal with them
- Reading non-verbal communication
- Bargaining - how not to give it all away
- Reaching the deal - persuading the supplier to move to their ultimate position
- Action planning

# Professional Telephone Techniques

### About The Course

The use of telephone and mobile phones within business continues to grow significantly. They help us to communicate with our customers and for this reason it is essential to create a good impression and to portray a professional and confident image of the organisation. This course enables you to use the techniques and skills required to provide a professional and customer-focused service via improved telephone communications skills.

### Who Should Attend?

This workshop is ideally suited to anyone who is required to communicate with customers by mobile or telephone.

#### Course Overview

- Understanding how to create a professional image on the telephone
- Who are your customers and why are they so valuable?
- Using a customer-focused approach
- Professional telephone behaviour for incoming and outgoing calls
- Preparation before you pick up the phone
- Answering the call and initial handling
- Receiving and transferring calls
- Making an outgoing call – announcing yourself and introducing the call, leaving messages on voicemails
- Communication skills
- Using your voice – the right tone and positive words
- Active listening
- Summarising and clarifying
- Successful questioning techniques
- Controlling the call assertively
- Handling difficult situations
- Action planning

# Providing Exceptional Customer Service

## About The Course

One of the most important aspects to success in business is the need to have a strong understanding of what distinguishes and delivers exceptional customer service. Customers are becoming more discerning in their needs and are looking beyond service for memorable interactions and experiences and for this reason, developing excellent relations is one of the most important advantages in the battle to retain customers and to develop further sales opportunities. Apart from face-to-face meetings, using the telephone is the closest you will get to your customer.

## Who Should Attend?

This workshop is ideally suited to anyone involved in communicating with customers in a supportive role. This could apply to anyone involved in customer service, customer care, technical support or accounts.

### Course Overview

- The purpose of customer service and your role in providing it
- How customer perceptions and expectations are created and how to make a difference
- Your role in the service process
- What makes customers frustrated - or delighted
- Practical steps that you (individually) or as a team can take to improve service
- Defining excellent customer service
- Being prepared by anticipating needs
- Personal qualities
- Communication dynamics
- Making good first and lasting impressions
- Increasing confidence
- Being an effective communicator
- Asking the right questions
- Powerful listening skills
- Influencing and persuading techniques
- Managing difficult and demanding customer situations
- Turning complaints into loyal customers
- Setting expectations
- Exploring further needs
- Asking for a decision
- Taking ownership
- Top tips for exceeding expectations
- Action plan

# Powerful Presentations

### About The Course

The ability to present ideas and concepts is an increasingly valuable skill within the modern workplace. The ability to influence groups of people and create a momentum for action is rewarding, both for the individual and the organisation. For many, the challenge is to develop the confidence to present. This course is designed to develop such confidence by providing a structured approach combined with practice.

### Who Should Attend?

This workshop is ideally suited to anyone who needs to regularly make formal presentations or is involved in addressing meetings or making presentations that need to be effective and that achieve the necessary business objectives.

### Course Overview

- What makes a presentation successful? The profile of a successful presenter
- Pitfalls to avoid in the presentation
- Coping with nerves - the psychology of presenting
- Preparation - the five "Ws". The key areas we need to consider when planning our presentation
- Organising your material - the use of prompts and visual aids. The golden rules for cue cards
- Structuring the presentation - the beginning, middle and end
  - The time and attention graph
  - Creating impact in the opening minute
  - Proposing your ideas - using benefits which are relevant to the audience
- Closing your presentation with a clear and uplifting message
- Delivery techniques
- Using your voice for impact
- Key exercises around the three "Ps" of the voice
- Body language - the importance of posture and positioning
- Eye contact with the audience and rapport building techniques
- Using visual aids - design and projection - the key guidelines
- Handling questions - a three-stage approach that structures answers and develops rapport
- Action planning

# Time Management for Busy People

### About The Course

Time is one of the most valuable gifts you can give anyone. In today's busy business world having the ability to make the best use of your time is an essential ingredient for achieving success. All high achievers use their time well and with the accelerating change of the twenty-first century, time management is often at the top of the list when it comes to personal development. Good time management give us the ability to manage ourselves effectively to enable us to achieve success with our business objectives.

### Who Should Attend?

This workshop is ideally suited to any senior director, manager, sales professional or supervisor, who needs to manage their time more effectively.

### Course Overview

- What is successful time management?
- The need to manage our lives better
- Crisis mode management versus Pro-active management
- The importance of goals
- Planning your work and working your plan
- The six key time management principles
- An invaluable system for completing your work every day
- How to achieve all your daily tasks like e-mail, paper, phone messages and one-off actions
- How to bring new work on-line without disrupting your existing work
- How to deal with emergencies
- The new art of getting everything done by putting it off to tomorrow
- How to establish proper limits on your work
- How to clear your backlog
- How to reduce procrastination
- 'Will Do' versus 'To Do'
- How to keep yourself on-target with your projects
- The power of proper systems
- How to deal with other people's poor time management
- How to motivate yourself
- Running time-effective meetings
- How to manage interruptions and expectations
- Learning to say 'No'
- Other Top Time Management Tips
- Top time management tips
- Action planning to take charge

# Team Leadership and First Line Management

### About The Course

As a result of what happens during the working day, people leave either 'more' or 'less' motivated to come back and do their jobs again the next day. Supervisors and Managers are key people in any organisation and the way they lead their team will affect motivation, morale and productivity, for their team as well as themselves.

### Who Should Attend?

This workshop is ideally suited to newly promoted managers and supervisors who are responsible for improving personal and organisational productivity by understanding and learning how to develop a strong and effective team.

### Course Overview

- Expectations of you in a leadership role
- Boundaries and limitations
- Acting as back-up to your boss
- Qualities for success
- Planning and control
- Providing direction
- Identifying tasks for delegating
- Understanding your team's needs
- Reporting processes and procedures
- Driving for results
- Championing change
- Setting and achieving objectives
- Clarifying roles and responsibilities
- Communicating effectively
- Time planning
- What leading by example really Means
- Decision-making
- Building a solid team
- Leadership
- Problem solving and discipline
- Delegating tasks efficiently
- Giving and receiving feedback
- Personal and team motivation
- The importance of recognition
- Fostering teamwork
- Winning support from others
- Inspiring people to excel
- Coaching and developing others
- Action planning

# Effective Communications

### About The Course

Communication is vital with colleagues, customers, or managers. Frequently, inappropriate communication causes relationship difficulties, which hinder teams and organisations from meeting their objectives. Therefore, the ability to communicate well is incumbent on each individual and a skill which constantly needs to be enhanced and developed.

### Who Should Attend?

This workshop is ideally suited to anyone who needs to communicate effectively in the workplace to achieve results, and for those with little or no formal training in communications.

#### Course Overview

- Communication - what is it and why do we sometimes get it wrong?
- Why do other people get us wrong?
- Understanding the importance of qualifying requests, active listening and respecting deadlines
- Structuring and communicating your message effectively, clearly and with confidence
- Understand your own communication style
- Using clarifying questioning techniques to understand needs
- Developing active listening skills
- Confirming techniques to summarise understanding
- Identifying your communication style and that of others
- Planning and structuring conversation
- Following through on requests
- Understanding interpersonal and intrapersonal communication
- Presenting information verbally and through the written word
- The effects of communication tone
- Action Planning

# Account Planning Workshop

## About The Course

Key Account Management (KAM) is a systematic process for managing key interactions and relationships with critical customers. Writers sometimes quote the Pareto Principle to describe strategic customers: 20 percent of them generate 80 percent of the revenue/profit. It's usually an apt comparison, although the numbers can vary dramatically if the supplier's strategy has targeted emerging or medium-sized accounts. Nonetheless, key accounts tend to provide a disproportionate share of a supplier's revenue/profit.

One of the most important activities once a key account has been identified is planning. This workshop will help you to become more effective and focused in planning for your key customers.

## Who Should Attend?

This workshop is ideal for anyone who is responsible for managing and developing business from key accounts.

### Workshop Overview

- Why Key Account management?
- What is needed before you start planning
- Case Study understanding
- Workshop customer analysis
- Building the account plan
- Review and forum
- Build a real account plan for one of your customers
- The Case Study illustrates a typical real life situation. There are two companies involved. The first is "our (the participants') company", what it is we do, how we do it and what we expect from our Key Customers. The second is "our key customer". The brief provides enough information for the participants in the workshop to formulate an account plan for "our key customer" During the course of this facilitated interactive workshop we will:
  - Verify our understanding of "our key customer's" business - their issues and opportunities
  - Define the sales strategy for the account
  - Identify the sales objectives
  - Evaluate their viability, and
  - Structure an Account Plan from what we have learned