

The
Sales
Training
Consultancy



B R O C H U R E

www.sales training.co.uk

INTRODUCTION

The Sales Training Consultancy specialises in Sales. Everything we do, whether training salespeople and their managers in selling and negotiating techniques, or advising clients on systems that improve the management and control of the sales force, is aimed at making organisations more efficient and profitable.

Contained in this comprehensive document are examples of the training programmes, products and services that we offer. All the training tools and methods we use can be put together in a tailored package to suit the specific needs of your company and each individual within your sales team.

All our training is held in-house. We design and deliver training for your salespeople either on your premises, or at an agreed venue, such as a hotel or specialist training centre.

Our courses can be tailored to meet your business needs and objectives. Our trainers are highly skilled and will energise and motivate your salespeople to achieve even greater results.

For more information visit our website at www.salestraining.co.uk.



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PROSPECTUS

Sales training works. Trained and motivated salespeople sell more and achieve better results. Investing in training, like any other investment, pays dividends. If you decide to put together a sales training programme it is important to get it right. It is also important that you feel confident with your sales training provider.

The process of putting together a sales training programme works like this:

TELEPHONE CONTACT



Once you have contacted us one of our experienced consultants will telephone you to discuss your initial needs.

FIRST MEETING



The next stage is often an initial meeting. One of our training consultants can visit you and your staff at your place of work and will further investigate the training needs of your company with a view to compiling tailor-made solutions to your needs. We can provide you with a specific proposal and costing for your training event or project.

FAMILIARISATION AND PREPARATION



Once you have decided to proceed we begin the process of preparing the course materials. Most companies ask us to spend time getting to know their people, systems and methods before the actual training takes place. This enables us to prepare role-plays and case studies that reflect the issues faced by your salespeople and accurately reflect, during the training, the challenges faced by your sales team.

Course duration will vary depending on the needs of the clients and course objectives.

PRE-COURSE BRIEFING



Prior to the training taking place management and staff can be briefed on the purpose of the training, their role in the process and course objectives and content.

TRAINING COURSE DELIVERY



This can be a tailored, bespoke course based on your business needs or an existing, tried and tested package already offered by the Sales Training Consultancy.

TRAINING REPORTS



In order to evaluate your individual delegates whilst they were on the course training reports can be produced. These can be used after the course for ongoing skills development.

FOLLOW-UP DAYS AND EVALUATION



As well as training reports whilst the delegates attend the course, we can also provide on-going evaluation during a follow up day to review the progress of your staff, post-training.

COACHING



As well as providing excellent sales training all of our consultants are trained, experienced coaches and can provide an in-depth coaching service using tried, tested and successful techniques.

Whatever your needs, we feel that our unique experience can be of benefit to you and your business. We hope you find the information contained in this prospectus of interest and if you would like to talk to us in more detail, would welcome an initial exploratory meeting to see if our service could benefit you.

You can be confident, that our range of sales related training programmes products and services, will contribute to improving the effectiveness of your business.

**To arrange a meeting call us on 0845 872 5620,
or e-mail us at sales@salestraining.co.uk**

SELLING SKILLS

Course Aim

To enable delegates to understand the basics of face-to-face selling and building customer relationships. The course will help them to become personally more successful in their sales role.

The programme is suitable for people who are relatively new to selling, as well as more experienced people who wish to refresh their basic skills.

Course Objectives

By the end of this course the delegates will be able to:

- Explain and demonstrate the Selling and Buying Processes
- Plan and prepare for meetings
- Construct questions in a sales context and listen effectively to the customer's responses
- Explain how effective communication can assist them when conducting a sales interview and when building long term relationships with customers
- Match product solutions to customers' individual needs
- Identify different buyer types
- Demonstrate how to gain customer commitment to the next step
- Detail how to close a sale effectively, or gain commitment to future action

Content

Course content includes:

- The buying and selling processes
- Pre-call planning and preparation
- Structuring the sales call. The Sales Process
- Communication skills
- Questioning Skills
- Effective listening
- How and why people buy
- Customer Behavioural Types
- Presenting features, advantages and benefits
- Objection handling
- Closing the sale with confidence

Optional extra modules include

- Prospecting for sales leads
- Sales planning and targeting
- Territory planning



How the course works

Delegates are given a full understanding of both the selling and buying processes and the importance of being well organised, with clear sales objectives.

Over the period of the course, delegates work through the sales process, practising the skills at each stage, so that their selling skills are developed and reinforced.

Video can be used if requested, and used as a learning tool so that delegates can practise using their sales skills. During the course they sell your products or services, making the role-plays realistic and practical.

ADVANCED SELLING SKILLS

Course Aim

To build on the core selling skills and to introduce more advanced sales concepts. To analyse in depth how behaviour impacts on the way customers buy and to establish ways of identifying these customer preferences thereby converting them into opportunities to sell.

The programme is suitable for salespeople and managers who are responsible for major accounts, or who would benefit from further skill development.

Course objectives

By the end of this course the delegates will be able to:

- Assess the buying preferences of the customer
- List effective questions that can be used to develop an understanding of the customers motivational drivers and aspirations
- Demonstrate how to build rapport with a wide variety of customers
- Describe how to match product solutions to customers individual needs and buying styles
- Demonstrate how to gain commitment to the next step

Content

Course content includes:

- Building rapport
- Matching solutions to needs
- Customer motivations
- When to present the product and what to present
- Objection handling
- Closing the sale
- Advanced negotiating skills
- Managing key accounts
- Proposal writing
- Setting goals



How the course works

Delegates are given a clear understanding of their role, selling at senior level, and the strategic importance this has to the development and success of their organisation.

The course focuses on getting into the customers world and establishing their buying preferences and creating sales opportunities by discussing and probing these preferences.

The course looks at how negotiating techniques can be used to build long-term relationships with key account customers.

This course uses extensive skills practice sessions with feedback and coaching to establish advanced interviewing skills for the delegates with additional sales tools to augment the sales process. Video can be also used to enhance the learning experience.

At the end of the programme, delegates produce an action plan, which identifies what needs to take place for successful implementation of the course objectives.

TELEPHONE SALES SKILLS (INBOUND/CALL CENTRE)

Course Aim

To enable delegates who receive incoming telephone calls from customers to deliver the highest standards of world-class service, whilst maximising all potential sales opportunities.

The programme is particularly suitable for people who work in a Call Centre environment and deal directly with customers over the telephone.

Course Objectives

By the end of this course the delegates will be able to:

- Explain the move from service to sales using appropriate language and timing
- Explain the importance of effective communication via the telephone
- Introduce and use a sales framework
- Construct questions in a sales context and listen effectively to what the customer is saying
- Explain products and services in a meaningful manner
- Describe how to gain customers commitment

Content

Course content includes:

- World Class Customer Service
 - What customers want
 - Magic Moments
 - Balancing customer needs
- World Class Sales and Service Skills
 - Communication
 - Sales Skills and knowledge
- Sales Framework and Call Guide
 - Different stages of a sales Framework
 - Welcome
 - Identifying customer needs
 - Presenting the solution
 - Closing the Sale
- Handling challenging calls

Optional for Sales Team Leaders

- Call monitoring
- Coaching



How the course works:

Delegates are given a clear understanding of the nature of telephone selling and the need for the customer to feel relaxed and not pressurised.

Telephone monitoring equipment can be used if requested, to give delegates the opportunity to practise their skills in a positive environment.

During the course, delegates produce a number of scripts using a structured approach with words and phrases that sound natural and involve the customer.

At the end of the course, delegates prepare a personal action plan, for use back at work.

TELEPHONE SALES SKILLS (OUTBOUND)

Course Aim

To help delegates understand the importance of effective communication on the telephone. Using this knowledge they will be able to construct a framework to give them more confidence when making outgoing calls.

The programme is particularly suitable for people working in a call centre environment who need to proactively deal with customers, up-selling and cross-selling products and services.

Course Objectives

By the end of this course the delegates will be able to:

- Describe the different levels of customer interaction
- Demonstrate active listening skills
- Explain the different types of communication
- List what types of questions get the best information and which types of questions to avoid
- Describe the Four People Factors in relation to customers' buying behaviours
- List the AIDA process and how it adds value to a Telesales call
- Establish their own structure for a Telesales call using all stages from opening the call to closing the call

Content

Course content includes:

- Using the telephone; advantages and disadvantages
- The Four People Factors
- Different levels of customer interaction
- Communication skills
- Opening the telephone call. Putting the customer at their ease
- Structuring the call. Gaining and keeping control
- Selling features and benefits and when to present the product
- Dealing with objections
- Closing the sale, or gaining commitment
- Dealing with rejection

Optional extra modules include

- Booking appointments by phone



How the course works

Delegates are given a clear understanding of the nature of telephone selling and the need for the customer to feel relaxed and not pressurised.

Telephone monitoring equipment can be used if requested, to give delegates the opportunity to practise their skills in a positive environment.

During the course, delegates produce a number of scripts using a structured approach with words and phrases that sound natural and involve the customer.

At the end of the course, delegates prepare a personal action plan, for use back at work.

SALES MANAGEMENT PROGRAMME

Course Aim

To enable delegates to have a clear understanding of the Sales Management role and how to become more effective sales managers.

The programme is suitable for experienced sales managers, as well as those who have been, or are about to be, promoted into sales management.

Course Objectives

By the end of this course delegates will be able to:

- List the roles and responsibilities of a Sales Manager
- Describe how to get effective results from a sales team using sales plans and targeting techniques
- Explain how to prepare a successful sales plan
- Describe the recruitment and selection process for staff
- Describe an effective interview strategy
- Explain how to implement a successful training plan for their staff
- List the ways to run effective meetings
- Describe how to negotiate to a win/win situation
- List the skills needed to tackle problems and make decisions
- Explain the rewards and benefits of team building
- List the skills requires for effective communication
- Describe ways to improve performance appraisal skills
- Detail ways to advance time management skills
- Describe the techniques to improve presentation skills

Content

Course content includes:

- The sales management role
- Sales planning and targeting
- Management styles
- Taking over new sales teams
- Recruiting and selecting sales staff
- Leadership and motivation
- Setting standards of performance
- Teambuilding
- Problem solving and decision making
- Appraising sales force performance
- Field sales training
- Setting team and personal goals



How the course works

Delegates are given a full understanding of what is expected of them in their role as sales managers.

Over the period of the programme, delegates look at the key management skills and practise their use, identifying practical solutions to a range of problems faced by them as sales managers.

The programme is designed to meet the needs of individual managers as well as the needs of the organisation.

Objectives are set at the beginning of the programme and progress is measured at regular intervals, to ensure that results are achieved, back in the field.

CUSTOMER CARE DELIVERING WORLD CLASS SERVICE

Course Aim

To enable customer facing staff to implement the principles behind world class service and thus exceed customer expectations.

The programme is suitable for anyone within the organisation and benefits from the attendance of staff at all levels. As well as understanding the importance of effective communication and its impact on excellent customer service delegates will also be able to deal with more challenging customers in a professional and effective manner.

Course Objectives

By the end of this course delegates will be able to:

- Demonstrate effective communication skills and understand their impact on delivering world class service
- Explain how to recognise what customers expect in terms of customer service and the implications to all involved if that standard is not met
- Demonstrate how to handle challenging customers

Content

Course content includes:

- What customer care means and why it is important to you
- Identifying our customers expectations
- Internal and external customers
- Standards of performance
- The Disney Experience
- Dealing with customers. Identifying opportunities to provide customer care
- Communication skills
- Asking questions, listening and understanding customer needs
- Dealing with difficult people and complaints
- Developing assertive behaviour
- Managing customer care
- Putting customer care into practice



How the course works

Delegates are shown the importance of customer care to the organisation, both in terms of improved customer satisfaction and profitability.

Delegates are given the opportunity to recognise that they have a wide range of customers, both inside and outside the organisation.

During the course we look at organisations that have been successful in implementing customer care programmes and identify examples of improved customer service.

The course focuses in on a range of specific customer contacts and delegates are encouraged, with their managers, to set standards of performance that improve the quality of customer care provided. Videos are used to enhance the learning experience.

PRESENTATION SKILLS

Course Aim

To enable delegates to prepare and deliver an internal or external presentation that satisfies the audience's aims and needs.

The programme is suitable for salespeople or managers who need to make presentations as part of their job function.

Course Objectives

By the end of this course delegates will be able to:

- Describe how to plan and prepare a presentation effectively
- Explain how to structure an effective presentation
- List the advantages and disadvantages of visual aids
- Identify the needs of the audience
- Describe how to deal with difficult people

Content

Course content includes:

- Deciding the purpose of the presentation
- Who is in the audience and what are their needs?
- 'Learning styles' and how they can help make your presentations more effective
- Planning and preparing your presentations
- Structuring the presentation and getting started
- How to use visual aids effectively
- Dealing with difficult people
- Closing the presentation in a positive way

Optional

- How to give feedback on peoples performance



How the course works

Delegates are given the opportunity to identify the most likely kinds of presentation they will be expected to make and come up with a list of their objectives for the course.

Everyone taking part will carry out a range of different presentations and will be given feedback that will build confidence and help to identify strengths and weaknesses, in a positive way.

Video can be used as a means of giving feedback if requested, as well as providing course delegates with a record of their presentations and a practical learning tool for use after the course is over.

At the end of the course, delegates prepare a personal action plan, for use back in the workplace.

NEGOTIATION AND INFLUENCING SKILLS

Course Aim

The purpose of the programme is to give delegates a clear understanding of the negotiating process and how to negotiate more profitable sales.

The programme is suitable for people who need to be able to negotiate on behalf of their organisation and is designed to give delegates more confidence when negotiating.

Course Objectives

By the end of this course delegates will be able to:

- Explain and demonstrate what is meant by negotiation
- Plan and prepare for a negotiation
- Describe and display the stages of the negotiation process
- List tactics and behaviours used during negotiation
- Demonstrate their ability to negotiate

Content

Course content includes:

- What negotiation is and why it is important
- How to plan and prepare for negotiations
- How to structure negotiations
- Negotiating styles
- Personal power and how to increase it
- Negotiating tactics
- Movement and concessions
- Developing win-win solutions
- The closing stages of negotiation
- Preparing a personal action plan



How the course works

Delegates are given a full understanding of what negotiating is and why it is important that they are able to negotiate profitably.

Over the period of the course, delegates work through the negotiating process, practising the skills at each stage, so that their skills are developed and confidence built, in a range of negotiating situations.

Video is used as a learning tool so that delegates can practise using their negotiating skills.

Delegates are given help and advice from an experienced sales trainer and negotiator.

TIME AND SELF MANAGEMENT

Course Aim

To enable delegates to manage themselves more effectively within their own time constraints and to organise and prioritise their tasks in a professional manner.

The programme is particularly suitable for salespeople and their managers and ensures that more time is spent on high payoff activities.

Course Objectives

By the end of this course delegates will be able to:

- Identify their time management problems
- Identify areas that affect their productivity and decide how they can be managed more efficiently
- Analyse situations that hinder their performance and identify techniques to overcome them
- Explain the importance of planning , organising and controlling their time to ensure they meet their objectives
- List suggested solutions to present problems and the skills to analyse potential future problems

Content

Course content includes:

- Pre-work. Preparation of a time log
- Identifying your time management problems
- 'Personal drivers' and how they influence time management
- Identifying high payoff activities
- Setting priorities
- Taking control of your work area
- Using work time effectively
- Assertive behaviour. Saying 'no'
- Dealing with correspondence
- Using lists to organise your time
- Choosing between important and urgent job tasks
- Setting goals
- Time management tips and techniques



How the course works

Delegates complete a time log of their activities, for a period of 5 days prior to attending the course

Over the period of the course, delegates identify their specific time management problems and a range of solutions designed to give them greater control over their time management.

Delegates carry out a number of case studies and exercises, designed to show them what causes problems with time management and to identify those problems they can solve and learn how to deal with them.

Objectives are agreed at the beginning of the course and reviewed at the end, when an action plan is prepared. This encourages the learning is followed up, back in a work situation.

TRAINING MATERIALS

For those of our clients who prefer to run their own training courses, we provide a comprehensive range of proven training materials and support services.

The range of training materials we produce covers our major areas of expertise sales and management training.

The material can be bought 'off the shelf' or can be personalised to meet the specific needs of your business.

Support services include training for your trainers, by highly experienced sales and management trainers, help with course development and assessment of trainers, if required.

Topics covered include

Sales Training

- Booking appointments by telephone
- Structuring the call
- Selling features and benefits
- Presentation skills
- Overcoming objections
- Negotiating skills
- Closing the sale
- Time management
- Customer care

Management training

- Training needs analysis
- Introduction to management skills
- Sales management
- Teambuilding
- Recruitment and selection
- Communication skills
- Leadership and motivation
- Time and self management
- Personal effectiveness
- Problem solving and decision making
- Running effective meetings
- Performance appraisal



**For more information telephone 0845 872 5620
or e-mail us at sales@salestraining.co.uk**

AUDITING THE SALESFORCE

PURPOSE

The purpose of the sales audit is to look in depth at the key issues affecting the performance of your sales team

METHOD

The Sales Audit examines Sales systems and the ways in which the Sales Team is measured and targeted.

An in depth study is made of how the sales and management team functions and in consultation with directors and senior managers, a plan of action is put together based on mutually agreed objectives.

Outcomes from sales audits have been significant improvements in performance and organisational effectiveness in a wide range of sales teams.

As a result of the auditing process organisations of any size can identify strengths and weaknesses in their Sales strategy and identify real solutions that make change happen.

Results from Sales Audits, carried out by The Sales Training Consultancy include the development and implementation of telesales, the introduction of systems of measurement and control, and development of retraining packages that have significantly increased performance and profitability.

The first stage of the process is a free consultation, often held at director level, to discuss the key issues in a structured way. We produce a brief report, which is of immense strategic value, and which forms the basis of the first formal meeting in the auditing process. Whether or not you decide to proceed further, the report is yours to keep and use.

Here are some comments from a client who benefited from the sales audit:

"The Sales Audit helped us to identify the key issues affecting the sales of our products and we are currently implementing the recommendations made as a result of the audit. I have no hesitation in recommending this service to other companies"

Keith Biddlestone

Managing Director, BUPA Health Services

**For more information telephone 0845 872 5620
or e-mail us at sales@salestraining.co.uk**

CLIENT LIST

Clients, who have used us in the past, cover a wide range of industries, all with their own special needs. These include:

CIBA Chemicals
BBA Group PLC
Bristol and West Building Society
BUPA Health Insurance
BUPA International
Dabs.com
Eagle Star
Ecclesiastical Insurance
Games Workshop
Halifax Direct
Halogen PLC
Hitachi UK
Holden Hydroman PLC
IBM
Imperial Tobacco
In Practice Systems
Insignia Brook
Mercedes
NOA Services
Nuffield Hospital Group
Otis Lifts
Platignum Group
Prontaprint
Ramsay Healthcare
Royal Liver Assurance
Royal Insurance
Royal Opera House
Royal and Sun Alliance
Standex Systems
Safilo
Toyota SA

THE NEXT STEPS

To arrange a meeting or to contact one of our training specialists

Telephone: 0845 872 2562

E-mail: sales@salestraining.co.uk



TERMS AND CONDITIONS FOR IN-HOUSE TRAINING COURSES

Bookings can be made over the telephone or by post or e-mail. In all cases The Sales Training Consultancy will send written confirmation.

Cancellation or postponement with less than 15 working days notice will result in a 100% cancellation fee being paid by the client.

Any cancellation with more than 15 working days notice will be invoiced for payment within 30 days, a credit note will be issued for the time booked and this time can be used at a subsequent date as agreed by both parties.

Invoices rendered are for settlement within 30 days.

Training and preparation fees are charged at an agreed daily rate, plus hotel and, or travel expenses where applicable. The standard rate for preparation work is £950 per day and training, £1,600 per day. This fee includes the trainer's time, written handouts, and all equipment as required on the training programme.

Any out of pocket expenses wholly and necessarily incurred by The Sales Training Consultancy will be charged to the client. Mileage is currently charged at 45p a mile.

VAT is added to all accounts at the prevailing Government rate.

Where a rate has been agreed for a certain number of delegates and the actual number increases, we reserve the right to requote for the larger group.



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