



BACK TO BASICS TRAINING COURSE OVERVIEWS for PROFESSIONAL SALES PEOPLE

The Course Overview lists the highlights of each Course

COURSES INCLUDED:

- 1. Effective Sales Techniques for Sales Professionals**
- 2. Powerful Strategies to Maximise Sales Results**
- 3. Success with Cold Calling, Lead Generation and Referrals**
- 4. Sales Letters, Quotes and Proposals that get Action**
- 5. Communication, Conversation and People Skills**
- 6. Understanding and Influencing the Four Personality Profiles**
- 7. Professional Success Behaviours for all the Team**
- 8. Exceptional Service and the Actions which Destroy It**

NB Please note that there are many additional Short Courses in our Program which would be relevant for your Team – these are simply key Courses in the area of Professional Sales

Don't forget to take advantage of our Gold Card Offer – just \$1500 plus GST for 10 Course Tickets to use at any time over the next 2 years! A tremendous saving of \$2,000 and with 50 different Courses to select from, relevant to all Organisations. Call us now so you don't miss out!

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PROFESSIONAL SALES ... COURSE OVERVIEWS

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EFFECTIVE SALES TECHNIQUES FOR SALES PROFESSIONALS

- Our major concern when giving a Course like this is ensuring that the training we offer helps people make more sales. This is a great Course to provide your Professional Salespeople with new sales techniques and strategies to improve on existing ones
- Analysing your success to date and creating activity every day
- Defining the objectives of every step of the sales process and working with these to create additional opportunities
- Getting into and influencing the client's mindset at every step
- Being able to reposition and apply your same product to suit different clients' needs
- Using powerful scripts that can be edited to suit your needs – these can keep you on track and focused rather than doing what most people do when they're nervous – sell over the phone!
- Essential attitudes and behaviours for success
- Upgrading your sales execution – the only part that really matters!

THIS COURSE PARTNERS VERY WELL WITH ...

POWERFUL STRATEGIES TO MAXIMISE SALES RESULTS

- In this Course, we've taken the only critical and most powerful aspects of the sale to help your Team maximise their results
- How to position yourself and your thinking for increased success
- Pre call planning, preparation and follow through checklists
- Pre-visit rituals that pump you up and provide confidence
- Questions that quickly determine your buyer's communication style and how to use this to close more sales
- Techniques to understand the customer's business so that you add value in terms of the solution provider and problem solver
- Words that develop confidence in the buyer's heart; the use of stories to enable you to connect powerfully with people
- Long term and referral clues we miss because we focused only on the short term sale
- Improving your Persuasion skills throughout the sale process
- Upgrading critical aspects of your presentation
- 17 reasons we don't maximise sales and how to prevent these

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SUCCESS WITH COLD CALLING, LEADS AND REFERRALS

- Cold Calling is a powerful tool when used properly and this is a great Course to improve confidence and success in this area
- Knowing what your ratios are and knowing how to work your ratios – analysing leads to adjustments leads to more success
- Overcoming the natural fears we have with cold calling
- Communication techniques that get us on side with others
- Time is of the essence in sales – how to use it effectively
- Understanding and succeeding with the three types of potential customers in the world
- Five ways to double your sales results and the strategies to use
- Ten different ways of generating leads
- Handling the first response properly so that you can deal effectively with the second one
- Turning around common responses to get the meetings
- Leaving messages that get results ... and through gatekeepers
- Taking a different approach with referrals and succeeding!

THIS COURSE PARTNERS VERY WELL WITH ...

SALES LETTERS, QUOTES AND PROPOSALS THAT GET ACTION

- This is a very popular Course and is essential for any business person who needs to write information down for their clients
- Three musts for written communication to be noticed
- 25 words or less – what is it exactly that you do and how to build trust, believability and credibility in the mind of the reader
- The dos and don'ts of business writing
- Getting inside the mind of the reader – 4 questions that you must answer satisfactorily to get to second base
- How to develop a system to make writing simple and effective
- Ten steps to a winning Proposal
- How to make your Quotation stand out and translate into results
- How to professionally edit and layout your communication
- Handwritten notes – a fantastic way to follow up and get noticed
- Presentation pointers – don't let all that hard work be lost due to a lack of visual appeal ... getting attention and being remembered translates into happy customers and great results

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COMMUNICATION, CONVERSATION AND PEOPLE SKILLS

- This Course focuses very much on improving the verbal aspects of communication and is ideal for those who need to be stronger, warmer or more confident with their people skills
- Recognising the desired outcomes from all different types of communication and learning how to prevent the conflicting or de-motivating messages we send
- Identifying the points that we want to convey about ourselves and analysing the communication needs of others
- The three absolute musts in any type of communication
- Applying these three effective communication techniques with your Team, your Manager, your Suppliers and your Customers
- Reading other people's tone of voice, body language and facial gestures – remember that it's over 90%
- Mastering conversational ability to build better relationships
- How to handle confronting communication situations with aplomb, rather than losing your confidence ... and your voice
- How to write one page reports and overviews, letters, memos, emails and quick notes that exceed the criteria for effective communication and get you great results

THIS COURSE PARTNERS VERY WELL WITH ...

UNDERSTANDING THE FOUR PERSONALITY PROFILES

- Introduction to the Four Personality Styles
- Testing to understand and benchmark ourselves
- Recognising and Understanding Others
- Strengths and weaknesses of each personality
- What to watch for in our own personalities that let us down
- How to bring out the best in each personality
- How to influence and manage each personality
- Which sales styles suit different personalities
- Using the Task focus/ Relationship focus – some personalities are more interested in the product, others are more interested in you
- Preventing common problems with each of the personalities
- Understanding ourselves and using the information to become a better and more skilled people person

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PROFESSIONAL SUCCESS BEHAVIOURS FOR ALL THE TEAM

- It isn't just the skills you have, it's your attitude and behaviours that influence your success at work and thus, your future. This is a great Course for motivating all Team Members and having them understand professionalism and key behaviours for success
- Defining and exceeding the expectations others have of you
- How to consistently be positive, proactive and enthusiastic
- The importance of taking initiative and making things happen
- Adopting a customer service approach with everything you do, even if your customers are other team members
- Working effectively with other team members and building a sense of team spirit and alignment with the culture
- Managing time frames, stress and deadlines in a productive way
- Strategies to enable you achieve better results and performance
- Learning how to monitor and take charge of your own behaviours so that you understand and start to really maximise your potential

THIS COURSE PARTNERS VERY WELL WITH ...

EXCEPTIONAL SERVICE AND THE ACTIONS THAT DESTROY IT

- Exceptional service is based around the premise of "making the customer's day". A focus on providing service that is extraordinary has shown us time and again that this is what customers respond favourably to, with their money and with repeat and referral business
- The aim of this Workshop is to have your Team look at customer service and satisfaction in a new light and come back re-motivated and re-energised with new ideas for service
- Analysing the key factors in the Buyer Utility Map and Buyer Experience Cycle to determine where our opportunities are
- Analysing and preventing the actions, the systems and the processes that destroy exceptional service
- Analysing and preventing the attitudes, the behaviours and the beliefs that destroy exceptional service
- Doing the things that enable us to stand out from the crowd!