

THE IN-HOUSE TRAINING COMPANY

The sales accelerator masterclass

An In-House Training Company performance improvement workshop

Overview

This performance improvement workshop will help you develop and manage a high-productivity sales team. You will be shown advanced techniques to guide your team to sell high-value, complex solutions to increasingly discerning and sophisticated customers – both new and existing – more effectively.

Training objectives

As a result of this course, participants will be able to:

- Improve the productivity, accuracy and effectiveness of their sales people and sales team
- Help their team create more and higher quality business opportunities, more pro-actively and accurately
- Reduce the amount of luck and uncertainty in the sales process
- Help themselves and others to close deals with more precision and speed

The skills developed over the two days will add value to all the participants' client meetings and client relationships.

Audience

Sales directors, senior sales managers and others leading sales / account teams.

Experienced sales people and directors will find this programme particularly useful.

Format

A highly interactive two-day course involving practical exercises, role play, case studies and, if possible, specific examples from your company.

Special features

The more advance access the trainer has to examples from your company, the more focused and beneficial will be the participants' learning experience.

For maximum impact, it is recommended that the trainer spend some time with you analysing your current sales productivity, so that the programme can focus on those areas that could deliver the greatest benefits.

The expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple,

Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including *Companies don't succeed – people do!*, *90 Brain Teasers for Trainers*, *Customer Service Games for Training*, *Sales Training Games*, *Telephone Tactics* and *Working Smarter*.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

'Useful data, tools and insights; engaging and interesting as always.'

'Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.'

Course outline

1 Sales genius: identifying and developing sales winners

- The personal qualities of top business producers
- Defining the attitude and personality needed to achieve consistent sales success
- How to find and spot them when recruiting new sales people
- How to develop them in your existing sales people

2 Sales productivity

- The key measures that make the biggest impact
- How to measure, monitor and improve it – what works and what doesn't
- Simple sales planning and analysis tools that get big results

3 Sales goal-setting: the magic formula

- How to set individual and team sales objectives: a four-step process
- Developing standards for quantity and quality
- The psychology of goal-setting – tips and tricks of top performers
- How to 'sell' high targets to your team

4 Sales opportunity pipeline management – the manager as mentor

- How to increase the accuracy and focus when qualifying and analysing sales opportunities
- Using a more scientific approach to remove the luck in developing sales tactics and strategy
- Why 'hope is not a strategy' – how to create a 'killer' instinct and action-orientation to progressing sales
- Practical methods and tools to winning the 'end game'
- *Plus* closing tools and techniques that really work

5 Value-based selling – changing the sales approach and culture

- Why 70% of attempts to implement 'consultative selling' struggle and often fail
- How to get sales people to stop selling and help their customers make better buying decisions
- Case studies of successful value-based sales approaches
- Coaching sales people to use great sales questions that create, develop and close complex sales opportunities
- How to use business need-based selling to open doors and prospect for new business

6 Differentiation

- Templates and worksheets that will help you and your sales people differentiate your organisation and solutions clearly and accurately with all clients
- Translating features and benefits into compelling business value statements
- How to build high-quality product, customer and product knowledge in your sales team

7 Practical sales team development strategies

- Qualifying and managing key influencers with a complex sale
- The manager as business coach – how you can help sales people help the customer to make quicker decisions
- Developing a sales plan for each sales person – quickly and efficiently
- Identifying the 'missing link' – what is it that sales people don't know or are not doing?

8 Identifying and exploiting opportunities for up-selling and cross-selling

- Tools and techniques for developing a tactical account business plan for your team or division
- Coaching your team to gain referrals and build incremental business
- Structuring your solutions and sales strategy to maximise customer potential and spend

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**TO DISCUSS YOUR TRAINING REQUIREMENTS
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