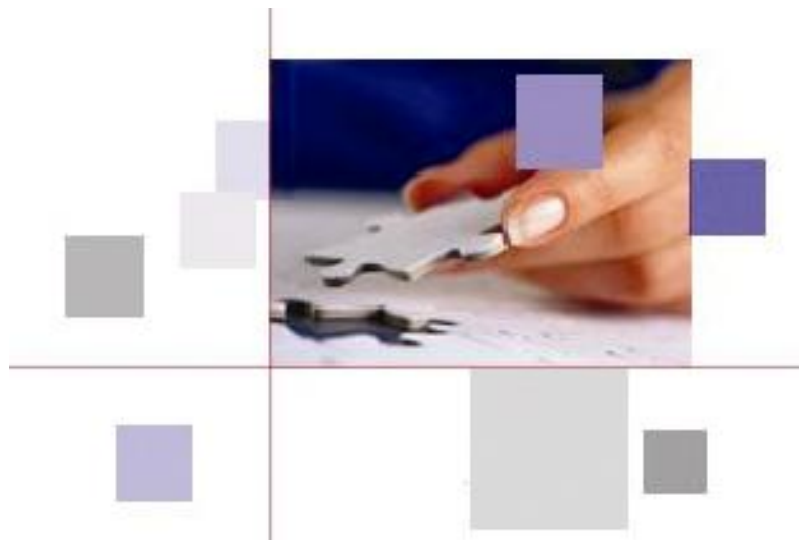


Two-Day Workshop Sales Solutions

A workshop for salespeople who want to
achieve high performance sales



Venue: Thistle Hotel Heathrow London

Dates: 25th/26th February 2009

Fee £795

Presented
By
salesxcellence

Call Free Phone 0800 328 0702 to enrol

Sales Training with high impact that brings effective results!

Sales Solutions

A two day advanced selling skills training program

The Sales Solutions Workshop has been designed to produce immediate, significant and reliable increase in sales. In to day's complex world of business, the sales person faces a myriad of decision makers within a company before the sale can be completed.

Sales Solutions: Connecting with Your Customers

One of the most valuable tools in any sales programme is the ability to forge and strengthen customer relationships.

- ◆ Do you care about your customers as people or only as a way to make your sales numbers grow?
- ◆ Can your sales team really connect your vision with customer needs?

Selling to-day demands multiple contacts, impacts shifting sources of power and decision in your customer's organisation. It requires you to manage a multitude of details thrown at you from every direction.

Today's professionals need strategic and tactical advantages to retain and win valuable customers in a market of high uncertainties and intense competition.

How you will benefit from this workshop

- ◆ Shorten the sales cycle
- ◆ Create value for the customer and capture your market share
- ◆ The steps that guarantee high-quality appointments
 - How to create the "act now" sense of urgency for your customer
 - Why product knowledge - although essential - is likely hurting you
 - Learn to qualify customers early in the sales cycle
 - Learn how people make decisions
- ◆ Learn how to manage their decision making process
- ◆ Learn a totally new and effective interview strategy
- ◆ How to guarantee that you have the decision maker
- ◆ How to manage the multiple decision-making process
- ◆ Pain - The key ingredient that drives every sale
- ◆ How to get the missing information you need to be effective
- ◆ How to develop and strengthen "competitor-proof " relationships
- ◆ Talk the same language to your customers
- ◆ Build credibility and trust with your customers



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*Your customers are changing how they buy.
Are you changing how you sell?*

Sales Solutions

*The Sales Solutions workshop takes the sales person through the sales process in practical hands on approach. Using the latest research and development in the field of sales communications, **this state of the art workshop will improve your sales results, helping you to exceed targets.***



Participants will learn

- ◆ Why people really buy
- ◆ Influencing with NLP
- ◆ Beyond the Basics
- ◆ Value Added Consultative Selling
- ◆ Building Pipeline Business
- ◆ Understanding the Buying/Sales process
- ◆ Appointment Making Success
- ◆ Building Credibility
- ◆ Learn How Organisations Buy
- ◆ Influencing and Controlling the Buying Process
- ◆ Identify the 3 levels of buyer need
- ◆ Find and identify potential client business needs
- ◆ The Questioning Process
- ◆ Diagnose before you prescribe
- ◆ Getting Commitment
- ◆ New Definitions of Benefits
- ◆ Build A Value Proposition
- ◆ Discover the Influencers
- ◆ Find a Champion
- ◆ Pre-empting Objections
- ◆ Case Studies from your pipeline
- ◆ Beyond The Close
- ◆ Peak Performance Strategies

Who should attend?

Sales professionals, account managers, account executives, and national account managers involved in sales

The workshop runs from 9:15 am to 5:15 pm each day fee includes your own personal workbook to build your management ideas that ensure your success in managing your sales team, morning tea, lunch and afternoon coffee.

(Fee includes personal workbook, morning coffee, lunch and afternoon tea)

Your Trainer

Colly Graham formed Graham Associates (now known as SalesXcellence in 1996 after thirty years experience in telephone, field sales and sales management. First working for a Fortune 500 company in fast moving consumer goods, his career progressed from selling capital equipment, financial services to internet services, with a wide management experience in both telephone and field sales. Colly brings thirty years of practical experience of selling and his ability to empathise with sales people and establish immediate rapport and credibility as a trainer. A licensed practitioner of NLP Colly trained with Richard Bandler in 1998. As CEO of salesxcellence.com has trained and consulted with over three hundred companies since the formation of the company.



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Sales Solutions Workshop Booking Form

To ensure places in this workshop or to request further information please complete the appropriate sections below and fax this to (UK) 028 25 638 051, you can book online at www.salesexcellence.com or email us at bookings@salesexcellence.com

*For further information call us on Free Phone 0800 328 702
Fax this booking form to 028 2563 8051*

Course: Sales Solutions Workshop *Fee £795*

Venue: Thistle Hotel Heathrow London

Dates: 25th/26th February 2009

Delegate Name

Delegate Name

Contact Name

Position

Tele No.

Fax No.

Email

Invoicing Details

Company Name

Address

.....

TownPost Code.....

Purchase Order No.

Please note that on all public workshops payment is required by the morning of the course. We will fax you joining instructions and your invoice seven days prior to the workshop. Cancellations received within seven days of course commencement cannot be accepted, we will however allow a substitute delegate to attend. Cancellations outside of seven days may transfer to the next course.

Signature

Please Contact me regarding the following:

- In-house Training
- Consultancy
- Sales Audit