



Advanced Selling Skills

1-Day Workshop

Background



MTD, the sales training specialists, has been working with a **wide variety of clients** (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over 23 different countries to over 1,500 different organisations.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, **tailor made** sales training courses (1-5 days duration)
- **Open courses** (Delivered throughout the UK at various locations)
- Ongoing sales development **programmes** (From 5 days to 2 years)
- **Blended** learning solutions (online and offline)
- Sales **coaching** (With Sales Directors or Sales Executives)

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior sales roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we **help your sales peoples to embed and implement the learning** after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



Head Office:

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, Warwickshire, CV3 2TQ

Website:

www.mtdsalestraining.com

Email:

enquiries@mtdsalestraining.com

Telephone:

0800 849 6732

MTD Have Worked With...

Credibility and trust are two important factors when selecting an external training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have delivered training to over **1500 different organisations** that include:



Advanced Selling Skills

A 1-day workshop where you will learn how to...

Learn The Mindset, The Skills, The Strategy & The Approach That Will Enable You To **Make** **The Step Up** From Sales Person To Trusted Advisor

Overview

Many salespeople are so busy trying to 'sell' their products and services that they miss entirely what the buyer really needs to improve their businesses.

Most B2B sales are based on old paradigms that simply don't exist in today's buyer-savvy world.

Our "Advanced Selling Skills" workshop re-addresses those old mind-sets and introduces the salesperson to the 'solution-based' processes of the new millennium

Who Will Benefit From The Course?

- Sales people who have already attended our Essential Selling Skills workshop
- Field sales people
- Business to business sales people
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers
- Experienced sales people who need a different perspective

What Will You Gain From the Course?

- Learn why the sales approaches of the nineties won't work today
- Learn about the buyer's mindset in your industry
- Learn how to gain confidence in setting appointments
- Learn specific communication skills that differentiate top performers from average ones
- Learn listening skills that will open up a whole new world
- Learn why and when buyers actually make decisions to buy
- Learn what goes on the minds of today's buyers
- Learn the beliefs, skills and behaviours that create a top performer
- Learn how to stop objections before they occur
- Learn how to present solutions specific to each buyer
- Learn how to gain commitment with elegance and ease
- Learn what to do with buyers who don't buy from you
- Learn what your buyer wants you to do after the sale
- And more!

Course Agenda

Introduction & Objectives

Where are we today?

We start by looking at the differences between how sales have been made up to now and what the future sales consultant will be doing. It's not that the old way of selling doesn't work...it's just that the old buyers aren't around any more

Welcome to 2010...and beyond

The economy will probably never be the same again. So what does today's buyer expect from their service/product provider? What's their mind-set? What makes them make decisions to buy? And what turns them off?

Advanced Communication Skills

Modern sales consultants have learned the skills and techniques required to influence today's buyers elegantly and effectively. Here, we introduce cutting-edge communication strategies and techniques that will enable you to tap into your prospects and clients ways of thinking, how they process information and how they make their buying decisions. Armed with this you can then influence and sell to them more effectively.

Knowing and Improving your BSBs

Product knowledge is important, but personal knowledge is vital. What Beliefs, Skills and Behaviours set top performers apart from the average? This eye-opening session will be the foundation for many sales people to launch themselves on their new markets

Taking away the Pain...Building on the Opportunities

Presenting effectively will eliminate many objections before they occur. Knowing how the buyer makes decisions will create the springboard to gaining commitment to the next stage of the partnership. This session will provide the confidence to hit the mark every time

Following-up...whether they buy or not

Not all prospects will be ready to buy but how can you still be in the frame when they are ready? Many prospects will become your long-term clients - how can you turn them into advocates that are continuously loyal? We cover what the buyer wants from a long-term partnership and what you can do to create this loyalty. We'll also cover how to handle that "lull" throughout longer sales cycles and what you can do to stay in the front of your prospects minds but without being a nuisance!

Action Planning & Close

Locations

Crowne Plaza Heathrow

Stockley Road, UB7 9NA
2 minutes off Junction 15 of the M25

Crowne Plaza Manchester Airport

Ringway Rd, Manchester Airport, Manchester, M90 3NS
5 minutes off Junction 5 of the M56

MTD Training Centre,

5 Orchard Court
Binley Business Centre, Harry Weston Road,
Coventry, CV3 2TQ
5 minutes off Junction 2 of the M6

Your Course Leaders



Mark Williams



Mike Clarkson

Feedback From The Last 72 Sales Professionals

Area	Average
Trainer's Knowledge Of The Subject	9.63 out of 10
Trainer's Presentation Skills	9.46 out of 10
Trainer's Helpfulness	9.63 out of 10
Variety Used In Delivery	9.24 out of 10

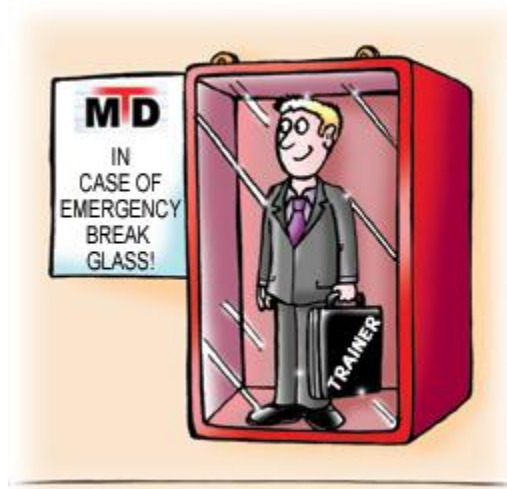
Registration Fee

£349 + vat

Included Within The Registration Fee:

- Course Manual
- All Refreshments
- Lunch
- Course Materials
- Course Certificate
- Unlimited email support from your trainer after the course

Ongoing Email Support



After the training, your sales people can email their trainer at anytime for help or guidance. They might be implementing some techniques that they have covered on one of the workshops and want some tips on how to implement it for their specific situation.

Whatever the reason, your trainer is available for your staff whenever you need us.

Learning is just the start of the process! We will be with you every step of the way while your staff implement what they have learned.

Require Accommodation?

MTD have negotiated special discounted rates with local hotels if you need somewhere to stay.

Please contact us and we will make sure that you receive preferential rates.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us - enquiries@mtdsalestraining.com

Booking

If you would like to book a place on this course you can call us on **0800 849 6732**, complete our online booking form or download our Booking Form (Word Format) and email it back to us. Details of locations, dates and availability for each course are at <http://www.mtdsalestraining.com/opencourses.htm>

You will find the booking forms on the respective pages.

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or credit card. Invoice terms are 30 days after invoice date.