



## Advanced Selling Skills

"Take Your Game To The Next Level"

1 Day Workshop



MTD Sales Training  
[www.mtdsalestraining.com](http://www.mtdsalestraining.com)  
Telephone 0800 849 6732





## About Us



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

We specialise in providing:

- In-house, tailor made sales training courses (1-5 days duration)
- Open sales courses (Delivered throughout the UK at various locations)
- Sales development programmes (From 5 days to 2 years)
- Sales coaching & consulting (Face to face or over the telephone)

We provide a wide range of sales training courses and programmes that will enable your new and experienced sales people to maximise their potential by gaining or refining their skills, behaviours and knowledge.

Our team of highly skilled and experienced trainers and consultants have all had distinguished sales careers 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 programmes are delivered when and where you need them! We believe that training should be fun, highly interactive and provide "real world" practical techniques and methods that you can use back in the office – and that's exactly what we provide.



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**Telephone:** 0800 849 6732



## MTD Have Worked With...

Credibility and trust are two important factors when selecting an external sales 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 20,000 delegates and over 800 enterprises that include:

- 118 118 Directory Enquiries
- AAH Pharmaceuticals
- ABN Amro Bank
- ACS International Schools
- Advanced Access Ltd
- Advantech AMT Ltd
- Aggreko UK Ltd
- Alblemarle Of London
- Allianz Cornhill
- Allport Ltd
- Amara Spa Ltd
- Apex Hotels Ltd
- Arab Bank plc
- Argos Business Solutions
- AR Group
- ASG Essex Ltd
- Aspire Business Solutions
- Avon & Somerset Police
- Balfour
- Bank Of Scotland Merchant Services
- Barclays plc
- Benfield Group Ltd
- Bennett & Co
- Berg Toys
- Blue Banana
- BMW
- Birds Eye Walls
- Bradford and Bingley
- Brinks Security
- British Board Of Film Classification
- British Gas
- British Telecom
- Business Link South Yorkshire
- Cambridge City Council
- Camrex Chugoku Ltd
- Capital One Bank
- Capita TVL
- CGL Rail
- Charterhouse Group International
- Circus Star
- CISCO Systems
- Claire's Accessories
- Close Invoice Finance
- Coca Cola
- Comet
- Comtel Communications AS
- Creativevents
- Cybex International
- Dade Behring Ltd
- DAL Group
- Danone Foods
- Datacraft Design Ltd
- Dechra Pharmaceuticals
- Demco Communications Ltd
- Department of Work and Pensions
- Derbyshire Police
- DidBOX Ltd
- Dimar Ltd
- District Council – Malvern Hills
- District Council – Epping Forest
- Dolphin Dynamics Ltd
- Domestic & General
- Dynalite Europe Ltd
- EARS Plc
- Emmetts
- EMS Ltd
- Equalities Associates Ltd
- F Hoffmann La Roche
- Faber Maunsell
- Faccenda
- Fastlink
- FHP Ltd
- First Group
- First Software Solutions Ltd
- Ford Motor Company
- Formjet PLC
- Fusion Workshop Ltd
- Friends Provident International
- Friends Reunited
- Gap HR Services
- Garage Conversion Company
- G Costa
- Geest
- Geller Business Machines
- Genesys
- Gilbert and Mellish
- Godiva Bearings
- Gold Hill Housing Association
- Guardian Homecare Services (Leeds) Ltd
- Halfords
- Heath Lambert Insurance
- Hereward Financial Services Ltd
- Hilti (GB) Ltd
- Honda UK
- HoundDog Technology Ltd
- Hygrade
- Ideal Standard Ltd
- IDEX Corporation
- Interhealth Care Services
- Interfleet Technology Ltd
- Intervet UK Ltd
- ISG Interior Exterior
- ISP Corporation
- Ironport
- ITW Alpine
- Jag Communications
- Jaguar UK
- John Lewis Group
- Johnson and Johnson
- JP Morgan Chase
- Kawasaki Motors UK
- KEM Edwards Ltd
- Kirkham Young Ltd
- Kodak Ltd
- Kyowa Hakko
- Leisureforce
- Levitronix LLC
- Lookers PLC
- Lloyds TSB
- Lorian plc
- Maritz
- Marks & Spencer
- Medical Access Ltd
- MM UK Ltd
- MOD – Joint Services And Command College
- Monarch Airlines
- Moy Park
- National Probation Service
- NEC Europe
- Nestle
- NHS Counter Fraud & Security Management Service
- NTP Meridian
- NTP Transmit
- One Stop Data Ltd
- Opportunity Housing Trust
- Panasonic
- PD Hook
- Peugeot
- Pfizer
- PFP Group
- Rhino Asphalt Solutions Ltd
- RMS Ltd
- Royal College of GP's
- Phillips plc
- Pilkingtons
- Porcelanosa
- Portman Building Society
- Quintessentially
- Remtec Search & Selection Ltd
- Renault Motor Company
- Rock Insurance
- Roland
- Scooter World Ltd
- Serono (Switzerland)
- Signet Armorlite
- Solardome Industries Ltd
- Starbucks
- Stellent Ltd
- Symingtons Ltd
- Symrise
- Telesoft Technologies
- Tempus Software Ltd
- Terex Halco
- The Coach Holiday
- The Holiday Place
- ThyssenKrupp Services
- Tiles & Baths Direct Ltd
- Toys R Us
- Trainline
- Transport Innovation
- Traplet Publications Ltd
- Tribal Group
- Tropicana
- Twinings Tea
- Unilever
- VCM Events
- Venture Finance PLC
- Waitrose
- Xilinx



## Advanced Selling Skills

A 1-day masterclass to take your "GAME" to the next level...

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



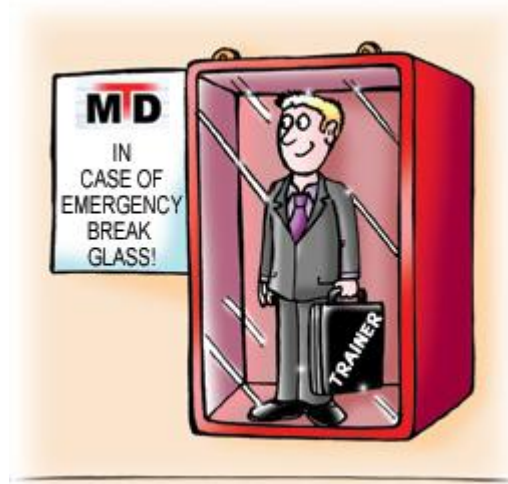
## Embedding The Learning & Ongoing Support

MTD are not a company that just takes your money and runs!

We understand that you need ongoing support while you implement what you have covered.

To that end we offer *three unique tools* to help you improve your performance back in the workplace.

### TOOL # 1 – Ongoing Email & Telephone Support



You can email or call your course leader as many times as you like for help or guidance for up to 6 months after the event!

We will be there to handle any questions or queries that you may have whilst you implement what you have learned. After all, we appreciate that the learning event is just the start of the process!

### TOOL # 2 – Weekly Sales Improvement Email Tips

You will also receive ongoing weekly sales tips through email.

These cover topics such as:

- The sales process
- Questioning skills
- Listening skills
- How to build rapport
- Overcoming objections
- Negotiation skills
- Dealing with different buyers
- Flexing your approach

### TOOL # 3 – 6 Months Unlimited Access To The MTD Sales Academy

The MTD Sales Academy is an online sales tool where you can listen to and download over 30 hours worth of sales improvement audios, 200 articles, 50 templates and the like.

You will all have a unique login and password to access the information and you can dip into it whenever you need to.

For a detailed look at what the Academy contains please visit:

<http://www.mtdsalesacademy.com>

A screen shot of the user interface is below:



**Course Fee:**

£349 + vat

**Course Duration**

1 Day Workshop

**Start/Finish Times:**

Start 09:30

Finish 16:30 - 17:00

**Included Within The Registration Fee:**

- Course Manual
- Course Materials
- Course Certificate
- Breakfast Bars/Croissants
- Buffet Lunch
- Servings Of Tea and Coffee Throughout The Day
- Unlimited email and telephone support from your trainer after the course

**Next Step & Booking Information**

**Questions/ Queries**

Call us – 0800 849 6732

Email us – [enquiries@mtdsalestraining.com](mailto: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 e-mail it back to us.

Details of locations, dates and availability for each course are at <http://www.mtdsalestraining/opencourses.htm>

You will find the booking forms on the respective pages.

**Once You Have Booked...**

We will send you a confirmation letter, invoice and joining instructions.

You can pay by BACS, Cheque or Credit Card

Our payment terms are 30 days from date of invoice.



## Client Comments From Previous Open Courses:

"The sales course was dynamic and very beneficial. I was struggling to make sales before but now I feel really confident that when I get back to the office I'll be able to improve upon my figures"

**Grace Mupfurutsa - Sales Liaison Manager - Churchill London**

"I found the course very useful and plenty of good information to take away and use in the future. I really enjoyed the day and I have gained a lot of confidence from Mike's techniques. Really well presented"

**Paula Murray – Sales Engineer – Calgon Carbon**

"10 out of 10. The application of the techniques will improve every aspect of my sales cycle as a whole. All I can say is that at not one point of the course did I want to be anywhere else, it was engaging and fun. My idea of how education should be!"

**Jamie Gow - Sales Account Manager - NJW Ltd**

"Mark kept the subject matter fresh and made it relevant to all participants. I specifically liked the section on questioning techniques and understanding the needs of my clients and then presenting my product and services in light of this"

**Georgia Hellend - CRM Manager - HCML Ltd**

"The course formalised selling into a process which I could easily understand and paved the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"

**Paul Callaghan - Sales Engineer - Ably Shelters**

"Mark was very good. The course was well presented and very relevant to my role as sales director"

**Paul Getland - Sales Director - NJW Ltd**

"Thanks for the course, it was great. Rest assured I wouldn't have any problems recommending the course to my fellow colleagues. I found it extremely useful and thought provoking and thought the course leader was a great facilitator and tutor"

**Garry Cochrane - Account Manager - Fine Ltd**

"There was no switch off spells as the course was excellent. The presentation style was both friendly and humorous. I now have a method of structuring my management style and have a great understanding that different people need to be motivated in different ways"

**Bakhtiar Hanan - Head Of Buying - Videogames - Toys R Us**

"This course will give me the competence to succeed and was exactly what I needed. I now understand my buyers a lot better and I have improved my questioning skills so much. Mark was excellent with a thorough knowledge of the subject - it was great fun with a nice bunch of people too"

**Parminder Singh - Industrial Sales Coordinator - Rotherham College**

"This course was very useful and enjoyable. I got some great ideas from it which I will easily be able to into practice. I loved the idea of letting the client buy from me rather than actually selling to them"

**Max Raja - International Media Executive - Air Transport Publications**

"Mark made the course very interesting the whole way through and he kept our energy levels high all day. The course was practical, well structured with lots of great techniques and frameworks to use"

**Paul Jackson - Management and Sales Advisor - IPF**

"It was great to understand why people actually buy from you. I will now conduct better customer analysis before my face to face sales meetings. Overall the course was excellent and I would highly recommend it.

**Barry Crossman - Sales and Product Specialist - Dot Medical**

"The entire course was excellent and illuminating. Possibly the most immediately applicable benefit for me was to think of my products in terms of emotional benefits to my customers. Mark was extremely competent and supportive"

**Max Davies - Marketing Manager - Electromorph**

"Mark was very confident and has motivated me to put the techniques into practice. The interaction of the group was great and the whole course allowed me to really understand the whole sales process"

**Andy Tierling - Customer Account Manager - Documation Software**

"The course was very beneficial to me and has given me the confidence to succeed with my selling. Mark was very welcoming and had a great knowledge of the subject. The training was very practical and I enjoyed all of it. The difficulty before was in closing deals which now seems very simple"

**Anthony Hogdson - Business Manager - PM Group**

"The trainer was perfect in his approach. He was patient, personable and his knowledge was second to none. I am now firing on all four cylinders and I'm really looking forward to "getting out there" and taking the company I work for to new heights"

**Gavin Yarnold - Sales and Marketing Executive - Artwork Creative Ltd**

"I definitely found the course beneficial. It has given me a new found clarity in what my goals are and what I want to achieve in my sales career. Excellent application of course content and met my personal sales needs. The section on how to work questions to suit my clients will really help me act accordingly in sales meetings. I will not be able to meet my customer's requirements more efficiently and increase client base and sales turnover"

**Ashley Quarterman - National Sales Executive - RHL**

"The course will be of great benefit and use to me. I learned a lot from it. The facilitation was very good. 10 out of 10 all round!"

**Laura Peacock - Sales Advisor - Ask Alix**