



Essential Selling Skills

2-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 **2,000 different organisations** and have helped over **50,000 staff**.

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 **2,000 different organisations** that include:



Essential Selling Skills

A 2-day workshop where you will learn how to...

Become A More Effective Sales Person By Receiving A Thorough Grounding In All Of The Main Essential Skills Of Selling And How To Overcome Objections

Overview

This course is designed to provide you with the essential techniques and strategies to understand the sales process and how to overcome objections so that you will close more sales and exceed your targets.

Who Will Benefit From The Course?

- Field sales people
- Business to business sales people
- Sales people who have had no formal training on the subject before
- Sales people who need a refresher and need to get "back to basics" to refocus their efforts
- New sales people
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers

What Will You Gain From the Course?

- Learn the difference between an average sales person and a superstar sales person
- Learn how to identify the specific needs of your client and how to match these with your offer
- Learn how to prepare for sales presentations and calls
- Learn how to overcome objections and excuses in a positive and influential manner
- Learn how to build up credibility and "likeability" from your prospect
- Learn how to elicit your prospects needs and desires and how to read these
- Enhance your questioning and listening skills
- Learn how to influence your prospects without them knowing!
- Learn how to understand the motivations of your prospects
- Learn techniques of how to get to that "YES" and close the sale
- How to get your point across without the waffle
- Learn how to build effortless rapport with your prospects
- Learn how to make that positive first impression
- Learn how to develop and create business over the telephone and how to respond to excuses

Course Agenda

Day 1

Introduction & Objectives

How To Be A Superstar Sales Person

We start by looking at the differences between average sales people and those that are at the very top of their profession. What makes them so special? What makes an outstanding sales person? Learn the mistakes to avoid as well!

Understanding The Sales Process

Learn the different stages of the sales cycle. How is a sale made? What will influence a decision? How buying decisions are processed in our prospect's brain! What you need to do in order to influence their decision.

Lunch

Learning How To Understand Your Prospects Needs

Learn how to step into the clients shoes and see the situation from their position. Learn how to adapt your approach based upon what they want. Learn how to position yourself, your company and your product in light of what they want and how they want it.

The Techniques and Communication Skills of Superstar Sales People

Learn how to ask the right questions at the right time. Learn selling techniques and different models. Learn how to listen attentively and use the information that the prospect gives you to your advantage. Learn how to read body language and buying signals. Learn how to build effortless rapport with your prospect.

Close

Course Agenda

Day 2

Recap And The Day Ahead

How To Overcome Objections and Excuses

Learn how to overcome the negative responses that you receive from your prospect and how to turn these around into positive situations.

How To Get To The Close and Ask For The Business

So many people feel uncomfortable asking for the business but this need not be the case. During this session you will cover some strategies on how to identify buying signals, know when is the right time to close and how to close down more prospects than you ever have before.

Lunch

How To Make Effective Sales Presentations and Sales Calls

Learn how to plan out and structure sales presentations, sales calls and talks. Learn how to work out what to focus on and what style to deliver the presentation in.

Business Development Over The Telephone

Learn how to generate leads and appointments over the telephone.

Cold calling techniques, essential telesales skills, opening statements, how to get through the gatekeeper. What to do if you are going down a dead end.

Actual words, sentences, terminology and phrases to use - we'll give them to you! What to do if your mind goes blank. Responding to objections & excuses

How to respond over the telephone to responses like:

- "I haven't got the time"
- "Call me back later"
- "We are using someone else"
- "We don't have the budget"
- "I'm not interested"
- "Just send me some information"

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

"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

"The whole course was excellent and I really enjoyed the areas that will help me to communicate with the customer. Mike was excellent at helping everyone from all different backgrounds of knowledge regarding sales. I also really enjoyed the fact I feel I can always stay in touch if I need any assistance."

Tom Astles - Sales Manager - Inroads International

"I now feel I have the confidence to go out, get business and close a deal. Mike was well spoken and helped me understand the subjects that I found tricky"

Ronnie Slater - Print and Production Assistant - SMR Creative

"The trainer 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 pathed the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"

Paul Callaghan - Sales Engineer - Ably Shelters

"Your trainer was very good. The course was well presented and very relevant to my role as a 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 were 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 Co-ordinator - 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

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 Who Attended This Course

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

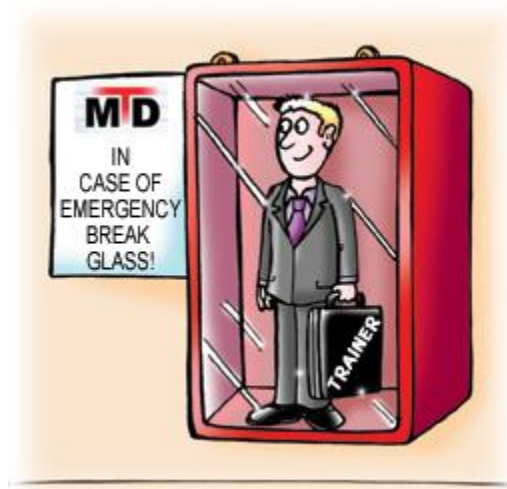
Registration Fee

£495 + 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.