

# MTD Sales Training

*Where the best come to get even better*



*if only selling was this easy...*

## Company Overview

### Specialists In:

- Field Sales
- Business 2 Business
- Business 2 Consumer
- Selling Over The Telephone
- Retail Sales
- Consultative Selling
- Sales Coaching
- Sales Consulting





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## 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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## 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 staff from over 800 different organisations 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
- Kodak Ltd
- Kyowa Hakko
- Leisureforce
- Levitronix LLC
- Lookers PLC
- Lloyds TSB
- Lorien plc
- Mainline Communications
- Maritz
- Marks & Spencer
- Medical Access Ltd
- Merck Serono (Switzerland)
- 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
- 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



## What We Can Offer You...

When it comes to helping you and your sales teams we can do this in a number of ways.

Whether it be through attending one of our open courses that we run at different locations throughout the UK or whether you'd like a bespoke, custom designed programme – we can provide you with the solution that best suits your requirements.

It's not just training that we offer.

We also offer 121 coaching solutions, sales consulting and also some solutions where we shadow you or your sales people and offer real LIVE feedback.

**Bottom Line?** We'll design and do what it takes to help you to make more sales.





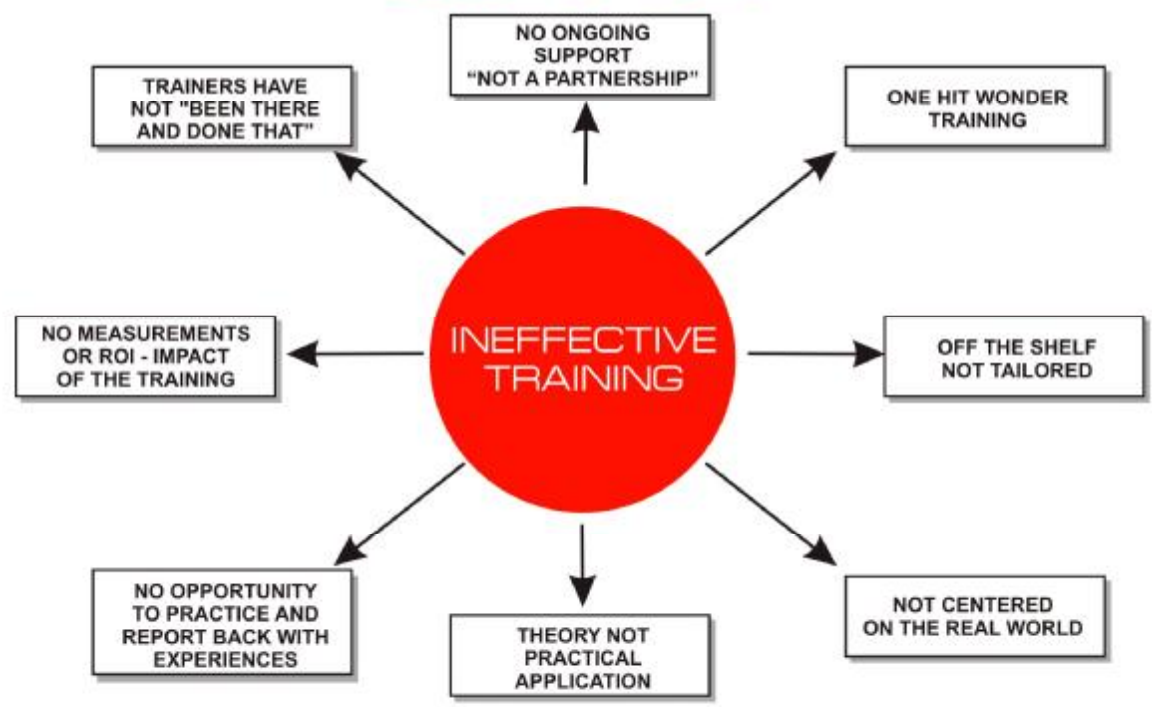
## Why MTD?

Here are *9 reasons* that make MTD unique in our approach:

- **Highly Rated** - Our courses and programmes are consistently rated *9.2 out of 10* by our delegates. These results are obtained from the last 5,000 feedback forms and are updated every quarter across 8 different areas ranging from *"Was the content relevant?"* through to *"Rate the quality of the trainer's presentation skills"*
- **Experience Of Trainers** - All of our *trainers have had successful sales careers* in previous lives! This gives the trainer instant "street credibility" with your delegates before they even say a word. We feel that this is very important as the trainer can relate to the pressures and the challenges that your sales people are facing now and in the future.
- **Style Of Training** – *Our training is very practical and interactive – we do not give long boring lectures!* We don't believe in "chalk and talk". Instead, we engage our delegates with exercises, games, case studies, discussions, tasks and individual and group work. This approach brings the learning to life and makes it real. Whilst we focus on providing practical training we also cater for all learning styles in our approach.
- **Bespoke Solutions** – All of our solutions are *designed and delivered around your exact requirements*. We will take your initial brief and instead of delivering an off the shelf solution, all of the training will be geared around the outcomes, behaviours and the skills that you would like your sales people to improve.
- **Blended Solutions** – If the needs be, as part of your programme, we can also use a *blended approach* to training. We can design and record elearning modules that will provide variety and flexibility so your sales people can work through the content when the time is right.
- **Ongoing Support** – After a course, a module or a programme has been completed we do not just simply take your money and run. Instead, we will help to *embed the learning by offering unlimited amounts of telephone and email support*. Attending a training course is just the start of the process - it's the actual execution of the techniques that are important. Your sales people can call or email us for any guidance or personal tips for any situation. Your teams can sign up to our *Ongoing Sales Support Programme* where they will receive weekly sales tips through email all as part of the package.
- **Embedding The Learning** – Within our sales programmes we like to ensure that your sales teams are taking action and are *executing the learning in-between each module*. To do this, we like to task your sales people with implementing or covering certain tasks in-between modules and then report back on their findings in subsequent modules.
- **Cultural Fit** – It is important for us to *get to know your culture and ways of working* before designing and delivering any training intervention. We will get to know what it's like to work at your company, what your goals are and what your approach is.
- **Business Relationship** – *You will only ever deal with trainers* not account managers or sales people. We want you to have the peace of mind that who you talk to knows his or her stuff! We base our services on building a relationship with you and not just a commercial transaction.



### WHY MOST TRAINING DOES NOT WORK



#### Most training does not work!

It's a surprising statement to read from a training company but sadly it's true!

From having worked with over 800 different companies and having trained over 20,000 delegates we have heard stories and examples from our clients of how the training that they have run in-house and the training that they have sourced from external providers just simply has failed to deliver the measurable and tangible results that they were after.....until they used MTD of course!

The fact of the matter is that training is often seen as something that people are "sent on" or the techniques and strategies that are covered are too theoretical to be put into practice in the real world.

Often, delegates attend a course and everyone back at work sees noticeable differences for the following week or so only for the delegates to fall back into their old habits of working. Instead, the most effective training programmes that we have experienced have an ongoing development theme that is centered around learning and then applying the learning back at work with the facility to discuss experiences, successes, what went well and what didn't go so well on later training modules.

This, coupled with a blended approach to training, ongoing telephone and email support along the way as well as your sales people receiving weekly sales email tips makes the training an "event" rather than just a one hit wonder. This approach makes the training real and practical.

We view training as a practice ground for the real thing. A dancer practices for hours upon hours before a show and a golfer hits thousands of shots at the driving range before a tournament. They then do it for real and then come back to their practice and refine and modify their approach based upon their experiences and results.

That's what MTD's approach is all about.



## Sales training designed around your **EXACT REQUIREMENTS** and delivered at a location and time of your choice!

In-house sales training is the most cost effective way of improving the performance of your sales team.

You are most likely reviewing your options at the moment for an in-house, bespoke course of 1 to 5 days in duration or you might be looking for a longer sales development programme. Either way, MTD can help you.

MTD specialise in Business to Business, Business to Customer, Telephone and Retail In-House Sales Training.

The likes of Aggreko, Allianz, The Holiday Place, Friends Provident, Honda UK, Lloyds TSB, Friends Reunited, Capital One Bank, Panasonic, Claire's Accessories, 118 118 Directory Enquiries, Aspire Business Solutions and over 800 other organisations, both large and small, have benefited from the training expertise of our staff in providing them with a tailor made training solution to meet their specific requirements.

All of our in-house courses come with a number of tools and resources to help your sales people to embed the learning after the event. After all, that's when the real work starts!



Whether it be for a group of new or existing sales people we can design and deliver a course that is centred around the exact requirements of your sales team and what you want to achieve. We also provide your team with free ongoing email and telephone support and a number of tools to help them embed the learning.

**We can help your sales staff to...**

- ü **Exceed their sales targets and close more sales in less time**
- ü **Overcome the objections that they face with confidence and ease**
- ü **Manage their diary more effectively to free up more time for selling**
- ü **Understand the motivations and wants of their prospects**
- ü **Eliminate their frustrations and stress when it does not go their way**
- ü **Create a step-by-step consultative selling process that works**
- ü **Learn how to build effective relationships and rapport**
- ü **Get referrals from your customers, without hounding them**
- ü **Qualify their prospects more effectively**
- ü **Develop the right questions to use and when to use them**
- ü **Boost their self-confidence**
- ü **Eliminate all of the activities that are costing them sales, time and energy and implement a new system to make them more sales**

### **"We will definitely want him back in the future"**

*"Our trainer was brilliant. We all had a great day and enjoyed learning about personalities and how to adapt this into selling. We all thought the delivery was clear and we were given lots of opportunities to ask questions and make the training relevant to what we are selling. We will definitely want him back in the future. 100% happy customer"*

**Caroline Gouch - Sales Manager - Friends Reunited Jobs**

### **"Just what I needed to step up my game..."**

*"I had a really great time and it will be really useful going forward. Was exactly the insight and catalyst I needed to step up my game. A very good course"*

**Steven Wyer - Capital One Bank**

## Open courses delivered at various locations throughout the country

We run a number of open courses at Heathrow, Manchester and Coventry where you or your sales people can attend with other sales professionals from other organisations.

The three main courses that we run are:

**Essential Selling Skills** - Ideal for new sales people or those that are in the role but have had no formal training. This 2-day workshop covers all of the essential skills and behaviours needed to be a successful sales professional.

**Advanced Selling Skills** - This is a 1-day workshop that will take your game to the next level. It covers how to go from sales person to trusted advisor and includes some of the very latest techniques and methods to get that sale!

**Telephone Selling Masterclass** – This course is ideal for sales people who have to either sell directly over the telephone or if they have to set up appointments.

Please refer to our website for upcoming dates and availability.

### "There were no switch off spells..."

*"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 style and have a great understanding that different people need to be motivated in different ways"*

Bakhtiar Hanan - Videogames - Toys R Us

### "Overall, the course was excellent..."

*"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 MTD"*

Barry Crossman - Sales and Product Specialist - Dot Medical

### "I would definitely recommend MTD to others as a training partner without hesitation ..."

*"I chose MTD as one of our training partners because they really give you the personal touch with their training and it is all centred on the needs of our business and the specific needs of our colleagues. The first thing that struck me was the relationship side of things. It was a true partnership and Sean (the trainer) would often stay behind to give recommendations to myself and my training team. Overall, MTD offered excellent customer service and nothing was ever too much trouble for them. I have enjoyed working with MTD and would definitely recommend them to others as a training partner without hesitation"*

Gillian Ince - Head Of Training - Claire's Accessories UK



# Sales Coaching

## Looking for a sales coach?

Our one-on-one sales coaching with one of our sales improvement specialists will keep you **focused, motivated** & will **improve your overall sales** and planning skills.

### Are You Looking For Ways To Improve Your Sales Results?

An MTD sales coach will work with you to help create the outstanding sales results that you desire. You will push, challenge, and demand more of you to break your sales targets, make more bonus and commissions, and to take your career to the next level.



### Custom Made Solutions

The product or service that you sell requires a unique and tailored sales process based around sales technique and people skills. Your sales coach will work with you to get the best out of you - one-on-one.

This means that the way that you approach the sale needs to be well thought through to maximise your chances of a successful close. Your sales coach will work with you to cover every angle.

They will analyse your product, your sales scripts, how you open your conversations with the prospect, how you respond to their excuses and so on.



Each of our solutions are built around your specific situation.

### How Does Sales Coaching Work?

Sales coaching is different to attending a course as it is more of an ongoing activity that keeps you motivated and on-top of what you need to do rather than a one-off course that leaves you to your own devices thereafter.

Once you have decided to use an MTD sales coach you will both agree on a number of sessions that you will have together. Some sales people like one per month, others prefer one per quarter - the choice is yours!

Your sessions can be face to face or over the telephone.

Working with your coach you will discuss the most effective way forward and what actions that you need to take to improve your sales performance.

In-between each session your sales coach will be "on demand" as we offer you unlimited email coaching.

You can email your coach at anytime for advice and guidance. Just imagine having a sales coach that you could email for some tips and expertise before making a difficult visit.

### With our sales coaching you can learn how to:

- Exceed your sales targets and close more sales in less time.
- Manage your time more effectively to free up more time for selling.
- Design attention-grabbing scripts for voice mails, letters and emails that get more call backs.
- Make fear your friend so that you can remain motivated, upbeat and handle rejection more effectively.
- Understand what would motivate a prospect to speak with you.
- Keep your focus and reduce distractions so that you can break through your targets.
- Eliminate your frustrations and stress when it does not go your way.
- Create a step-by-step selling, prospecting and follow up system that runs on autopilot.
- Get the most out of your staff by building and coaching a high performance, self motivated team.
- Get referrals from your customers, without hounding them.
- Qualify your prospects more effectively.
- Prevent and defuse initial objections such as, "I'm not interested," "We don't have any money now" or "Call me back later."
- Develop the right questions that sell and uncover new selling opportunities in seconds so that you can stop wasting precious time on the wrong prospects.
- Boost your self-confidence.
- Eliminate all of the activities that are costing you sales, time and energy.

### Improve Your Sales Performance Starting Today

Please call or email us to discuss your requirements. You are under no obligation at any stage.

**Email:** [coaching@mtdsalestraining.com](mailto:coaching@mtdsalestraining.com)

**Telephone:** 0800 849 6732



## Looking for ways to **improve** your sales process and performance?

At MTD our highly experienced sales consultants can work with you to improve the way that you sell.

This goes far beyond just improving the ability of your sales people.

Improving your sales performance is based around your:

- Sales strategy
- Selling proposition
- Sales process
- Marketing messages
- Positioning
- Benchmarking
- Marketing
- Channel strategy
- Operation
- Competitors
- Seasonality
- Product features
- Produce benefits
- Management information
- Technology
- Sources of leads
- Administration
- Brochureware
- Website
- Staff recruitment
- Follow-up
- Training
- Ongoing support

The list goes on!

### **Example**

#### **- Reviewing Your Sales Process**

A sales process is a "blueprint" that identifies a logical sequence of activities that are consistently implemented from prospecting through to closing, and support.

The blueprint identifies key issues such as what you're selling and to whom, how you sell, what activities are required to move the prospect through the pipeline, what is their sequence, and how do you measure your success.

The key to improving sales effectiveness across the business is to model best practice into a scalable, repeatable, and sustainable process.

Our sales consultants will work closely with you and your team to improve your sales process based on best practices and proven performance.

An example of what you could expect to receive would be:

- **Current State Assessment Report** - this report details what currently works well and the areas for improvement. The report will make recommendations for improving the sales process at every level that makes it easy to understand and implement.
- **Sales Process Overview And Mapping Report that:**
  - Defines the key selling stages and what they look like
  - Defines the key deliverables/output required at each stage
  - Documents what the best practices are at each stage
  - Identifies ways of how to implement the best practices
  - Define roles and responsibilities for each selling activity
  - Review the current skill levels, training and calibre of staff against the sales process
  - Identify the key training and development needs against the sales process

### **Improve Your Sales Performance Starting Today**

Call us, send an email or complete our enquiry form below with your requirements and what you would like to achieve. You are under no-obligation at any stage.

#### **Call Us**

0800 849 6732

#### **Email Us**

[consulting@mtdsalestraining.com](mailto:consulting@mtdsalestraining.com)

## Here's What Our Clients Think Of Us...

**"Our High Performance Teams Programme has been brilliantly received by the participants..."**

"We chose MTD because of their enthusiasm at our initial meetings and because we felt their refreshing approach to people development fitted our particular needs. I feel we have now developed a very professional relationship but with a personal touch. Our High Performance Teams Programme has been brilliantly received by the participants and we are starting to see the benefits that we had hoped for."

John Owen – Training Manager – Friends Provident International

**"We will definitely want him back in the future"**

"Our trainer was brilliant. We all had a great day and enjoyed learning about personalities and how to adapt this into selling. We all thought the delivery was clear and we were given lots of opportunities to ask questions and make the training relevant to what we are selling. We will definitely want him back in the future. 100% happy customer"

Caroline Gouch - Sales Manager - Friends Reunited Jobs

**"Without exception the entire team has benefited significantly from the supportive training"**

"We found the training hit the spot exactly, with sales improving and better team motivation. Without exception the entire team has benefited significantly from the supportive training you have given and all of them have seen a marked improvement in their own personal individual sales skills and techniques.

"Of equal importance to me was to ensure that the approach taken was complementary to our own company and ethos and the style of training recognised the individual personalities and strengths and weaknesses of the team – I have to say that on all counts you were spot on."

Simon McCloy - Chief Executive – Shropshire Tourism

**"The training was without fault. We're delighted with the whole experience and look forward to doing more business with you in the future"**

"The training was excellent and has made a considerable difference to our team. It has given them such a better awareness of what they are able to do to become more effective.

The trainer has been superb, the sessions were managed extremely well especially knowing that at times our guys and girls can be a little challenging!

He was also very flexible with the attendance as we had to do quite a lot of changes with people at times and even the location on the last occasion!

The training was without fault. We're delighted with the whole experience and look forward to doing more business with you in the future"

John Uphill – Managing Director - Creativevents

**"MTD brings fun into the development as well as delivering the all important message that the training was intended for"**

"MTD has delivered a number of workshops to all staff since May 2006.

Your trainers have always reacted well to our needs and have quickly obtained a very good understanding of our business. The feedback from the workshops has always been of a consistently high standard and this has led ICS choosing to work with MTD on a number of other business projects.

MTD brings fun into the development as well as delivering the all important message that the training was intended for.

ICS look forward to continuing to work with MTD and would highly recommend them to anyone considering the introduction of learning and development programmes into the workplace.  
**Annie Lewis, HR Manager Inter Health Care Services**

**"Sales management theory was delivered in an engaging and innovative way"**

"The course was excellent – Mike tailored it closely to the specific needs of our newly recruited sales management team. Sales management theory was delivered in an engaging and innovative way, setting the scene for the ultimate goal – providing the team with the practical tools to put the theory into practice."

**Phil Curtis - Managing Director – Bank Of Scotland Merchant Services**

**"Our insurance sales have rocketed"**

"From our point of view all of the directors, management and staff found the sessions to be very professional, highly entertaining and enormously productive. Our insurance sales have rocketed and the reservations staff have quickly adapted to a new way of speaking to clients"

**Official response from the directors of the company – The Coach Holiday**

**"I would definitely recommend MTD to others as a training partner without hesitation"**

"I chose MTD as one of our training partners because they really give you the personal touch with their training and it is all centred on the needs on our business and the specific needs of our colleagues.

The first thing that struck me was the relationship side of things. It was a true partnership and the trainer would often stay behind to give recommendations to myself and my training team.

Overall, MTD offered excellent customer service and nothing was ever too much trouble for them.

I have enjoyed working with MTD and would definitely recommend them to others as a training partner without hesitation"

**Gillian Ince - Training & Resourcing Manager - Claire's Accessories UK**



**"The results were astounding; we now have a sales team that closes 50% more enquiries than previously"**

"I would like to thank MTD Sales Training for their excellent training programme.

Our telephone sales force underwent a training programme in sales closing and cross selling techniques. The three key modules were relationship building, sales closing skills and effective negotiation.

The results were astounding; we now have a sales team that closes 50% more enquiries than previously. The conversion rate from lead to sales has more than doubled, and with certain products even quadrupled. The profit per sale has increased by over 15%.

The benefits were not only evident in the sales to our customers but also the relationships between the staff and B2B relationships with our suppliers were improved considerably.

All in all, the entire programme was a great success with the results being a happy and extremely motivated work force and a substantial increase on our bottom line"

**Raj Shah - Managing Director - The Holiday Place PLC**

**"Your trainer did an excellent job at pitching at the right level to meet everyone's needs"**

"We had a very productive training course. We had a broad range of sales experiences in the group and your did an excellent job of pitching at the right level to meet everyone's needs. We enjoyed the informal style of presentation and found the group work interesting, useful and fun.

Our training event was very interactive and has made an immediate impact on our sales team. We have made significant changes to our sales processes and techniques as a result of the training and we are anticipating an increase in our business as a result.

I am happy to recommend MTD to any organisation wishing to increase their sales successes and should we need further sales training I'll be coming back to you"

**Ian Wright - Commercial Services Manager - Aspire Business Solutions**

**"My idea of how education should be!"**

"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**

**"There were no switch off spells as the course was excellent"**

"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 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**