



Essential Selling Skills

2-Day Workshop



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 for over 800 enterprises and 20,000+ staff 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

"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

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

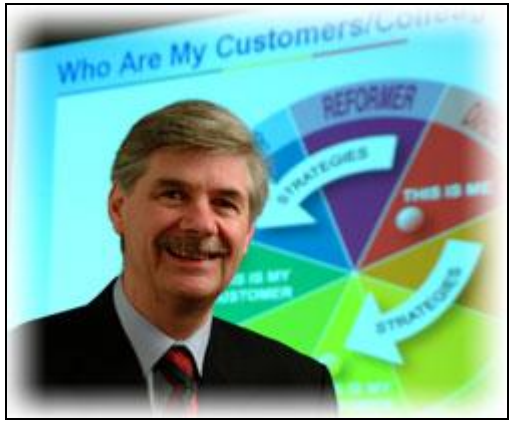
How to respond over the telephone to responses like:

- "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"

Your Workshop Leaders



Mark Williams



Mike Clarkson

Feedback on the trainer from the last course: 13 delegates (max score 130)

Area	Score	Average
Knowledge Of The Subjects	127	9.77
Presentation Skills	125	9.62
Helpfulness Of The Trainer	126	9.69
Variety Used In Delivery	122	9.38

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

"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

"All of the 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 Hodgson - 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 customers 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

"I have been on training courses before but this was by far a lot superior and informative. This was down to your trainer and the way he trained us during these two days. Overall, the course was extremely beneficial and I feel more motivated and confident"

Tim Shaw - Woodmansterne Publications

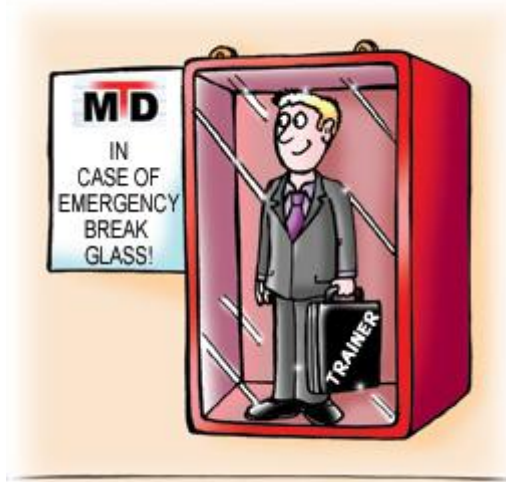
Embedding The Learning & Ongoing Support For Your Sales Team

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

We understand that your team need ongoing support while they implement what they have covered.

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

TOOL # 1 – Ongoing Email & Telephone Support



Your sales team can email or call their course leader as many times as they like for help or guidance for up to 6 months after the programme as a whole.

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

Email Support

Each delegate will receive a unique email address to write to if they want some tips and help train@mtdsalestraining.com

TOOL # 2 – Weekly Sales Improvement Email Tips

All of your sales team 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 – 20 Sales Audios

We will also give you access to 20 audio sales seminars that you can listen to at your desktop through the internet.

Each audio seminar has a short and snappy sales technique that will get you thinking about what you are doing and how you are doing it. Each seminar lasts for around 5 minutes and has a document to download as well.

Course Fee:

£495 + vat

Included Within The Registration Fee:

- Course Manual
- Course Materials
- Course Certificate
- 3 Course Buffet Lunch
- 3 Servings Of Tea and Coffee (one with biscuits, one with cookies and one with pastries)
- Unlimited email and telephone support from your trainer after the course

Require Accommodation?

MTD have negotiated special discounted rates with the Plaza if you would like to stop there.

Upon booking we will send out all of the joining instructions to you and contained within this will be a special password to enable you to take advantage of a 15-20% discount.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us - train@mtdsalestraining.com

Booking

If you would like to book a place on this course please either complete our online booking form at the bottom of <http://www.mtdsalestraining.com/essopen.htm> or download our Booking Form (Word Format) on the same page and email it back to us.

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

You can pay through invoice or credit card.

Payment terms are 30 days from invoice date.

Locations & Dates

Please refer to our website for upcoming dates, locations and current availability.