



# Advanced Selling Skills

Joining Instructions  
DoubleTree by Hilton, Coventry

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

### Course Overview

In the fast-paced world of sales, it's easy to lose sight of what really matters – **understanding your customer's needs**. The COVID-19 pandemic has made it more important than ever to adapt to the changing market and focus on the solution-based processes of the modern day era.

If you're a sales professional looking to enhance your skills and take your career to the next level, our **1-Day Advanced Selling Skills Course** is the perfect opportunity for you. This course has been designed to challenge your old paradigms and introduce you to advanced techniques that will help you to connect with your prospects and clients, even in these difficult times.

Our course is **formally endorsed by the Institute of Sales Management (ISM)** and upon completion, you will receive the **"Advanced Sales Professional"** certificate from ISM.

The course is also CPD certified, meaning you'll receive a **CPD Certificate** at no extra cost.

### 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
- 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!

### With The Help Of This Course Delegates Will Be Able To:

- Learn about the buyer's mindset in your industry
- Learn how to gain confidence in setting appointments

## **Introduction & Objectives**

- Get an overview of the course and understand what you'll learn.

## **Where Are We Today?**

- Learn about the differences between traditional sales methods and the future of sales in the modern world.

## **Understanding The Modern Day Buyer**

- Discover what makes today's buyer tick, what they expect from their suppliers, and how they make their buying decisions.

## **Advanced Communication Skills**

- Master cutting-edge communication strategies and techniques that will enable you to influence your prospects and clients elegantly and effectively.

## **Knowing & Improving Your BSBs**

- Understand the key beliefs, skills, and behaviours that set top performers apart from the rest and how you can develop them.

## **Taking Away The Pain And Building On The Opportunities**

- Learn how to present effectively and eliminate objections before they occur, gaining commitment to the next stage of the partnership.

## **Following Up, Whether They Buy Or Not**

- Discover how to stay in touch with your prospects and turn them into long-term, loyal clients.

## **Action Planning & Close**

- Create a plan of action to implement what you have learned and achieve success in your sales career.

## Housekeeping and Accommodation



### **Start & Finish Times:**

9:30 start

4:30-5pm finish.

### **Lunch & Refreshments:**

Included in course fee

### **Parking:**

Is 'free' for MTD delegates

### **Dress Code:**

Whatever you feel comfortable in

### **Accommodation:**

Should you require accommodation during your course, the friendly team at our hotel booking partner, tobook Ltd, will more than happy to assist you with securing a bedroom and at our preferential rates. Further information on how to arrange your accommodation is below:



### **Welcome to tobook**

On behalf of MTD Sales Training, tobook has secured preferential rates at hotels to offer you a good night's sleep, leaving you refreshed and ready for your training course.

### **To book your accommodation:**

Login to the online booking tool, which is available 24 hours a day, 7 days a week, to request your accommodation using the details below:

Go to [www.tobook.co.uk](http://www.tobook.co.uk) and click on the 'Sign In' link on the top toolbar

User Name: **MTDTRAINING** Password: **0379MTDTRA**

\*Please enter exactly as shown above\*

If you require any assistance **Email:** [tobook@tobook.co.uk](mailto:tobook@tobook.co.uk) or **Call:** 01676 522868



## About Village Hotel – Manchester



The location of your training event is a very important factor for us, as we want to provide you with only the very best facilities for your course so that you can arrive easily and hassle free and enjoy a great learning environment. Perfectly located just over four miles from Manchester Airport – Village Hotel Manchester is the ideal location for your training with us at MTD.

You'll find our Cheadle Hotel just south of Manchester city centre, near Didsbury. Manchester city centre is around 20 minutes away.

Perfectly located next to the county of Cheshire, making it the perfect base to explore the charming county's stately homes and stunning gardens. At Village Manchester Cheadle, there's everything you need under one roof, including a Pub & Grill, Gym and a Starbucks all in one location.

In the hotel itself there's plenty of room to work and meet, with a range of hi-tech conference rooms as well as informal spaces to network or catch up on emails. Dedicated conference and business staff are on hand to make sure you have everything you need. For training, conferences and meeting facilities in the Cheadle area, Village Hotel has it covered.

The meeting rooms at Village Hotel Manchester have all been purpose built to the highest of specifications, with flexible functionality including theatre style, classroom, cabaret, boardroom and banqueting style, catering for up to 200 people, plus included for all our delegates is free highspeed Wi-Fi and complimentary on-site parking.

## About Village Hotel – Manchester



### Arriving By Rail

Less than 2 miles from Gatley, under 2.5 miles from Heald Green and 5 Miles (a 10 to 15 minute drive) from Stockport and Wilmslow.

### Arriving By Car

Village Manchester, Cheadle can be reached by vehicle via the M60, the M56, and the M6 northbound.

### Arriving By Air

Village Manchester, Cheadle is just 4.5 miles (12 minutes' drive) from Manchester International Airport.

**Village Hotel Cheadle,  
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