



Sales Fundamentals

1-Day Workshop

MTD in numbers...

2001



the year that MTD has been working with a wide variety of clients (both large and small) in the UK and internationally

25



the number of countries in which we have delivered training

9,000+ clients



250,000+

people trained



49



head office staff, trainers and consultants

4



accreditations
ILM CPD ISM CMI

96%

Feefo customer satisfaction rating



5

awards won – CIPD, Personnel Today, Learning Awards & HRD

1



head office based in the Midlands and we have Local offices in London & Manchester too



2,000+

digital learning assets available

"We strongly recommend MTD as a training provider for their professionalism and for the results we've achieved."

HR Manager



IN-HOUSE, BESPOKE TRAINING

We will design and deliver a sales training 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.

OPEN COURSES

From sales people with no previous experience through to sales directors, we run a number of open courses to suit all levels. These are delivered throughout the year at various locations in the UK.

SALES DEVELOPMENT PROGRAMMES

Modular, on-going sales development programmes designed around the needs of your sales people and business. These can range from 5 days to 2 years in duration.

ONLINE SALES TRAINING

We offer a range of online sales courses that can lead to a formal sales qualification.

BLENDED SOLUTIONS

We can offer a fully-blended solution to include not only workshops but also e-learning, video, audio, podcasts, webinars, infographics – you name it!

SALES ASSESSMENTS

Want to benchmark your skills against the best? Our MTD Sales Insight tool will be able to tell you your strengths and weaknesses as a modern day sales professional.



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 people 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"

"An excellent, well thought through approach to creating a modern and relevant development program. MTD are inspirational and approachable with years of experience. They have been able to adapt the style and approach to meet the needs an ability of our company to get the results we wanted."

People, Performance and Development Manager

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, we have delivered training to over **9,000** different organisations and have helped over **250,000** sales people that include:



"We have used MTD for several years now because they are exceptional. Great trainers, easy to work with and deliver the results we need."

Head of HR



A 1-day workshop where you will learn how to...

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

Overview

Our 1-Day Sales Fundamentals course is designed to enhance your sales techniques and boost your closing success.

Our course is tailored for individuals seeking to elevate their sales game – whether you're stepping into the sales arena for the first time or looking to refine your approach without prior formal training.

The course is a formally endorsed qualification by the Institute of Sales Management (ISM), which is an industry recognised benchmark for high-quality sales training programmes.

Upon attending this course, you will receive a "Sales Skills Fundamentals" certificate from the ISM.

The course is also CPD certified, and you will receive a CPD certificate at no extra cost.

Course Objectives

- ✓ Learn the fundamentals of the sales process
- ✓ Learn how to distinguish between customer needs and wants
- ✓ Learn how to effectively uncover customer needs through enhanced listening skills.
- ✓ Learn the techniques for presenting your products and solutions
- ✓ Learn how to navigate objections and resistance.
- ✓ Learn negotiation skills and strategies for securing commitment, transitioning smoothly to gain commitment.

Who Will Benefit From The Course?

- ✓ New salespeople
- ✓ Salespeople who have had no formal training on the subject before
- ✓ Salespeople who need a refresher and need to get "back to basics" and refocus their time and effort
- ✓ Field salespeople
- ✓ Business to business salespeople
- ✓ Client relationship managers
- ✓ Account managers
- ✓ Business development managers
- ✓ Commercial managers

Introduction & Objectives

Understand The Sales Process

- ✓ Learning what distinguishes exceptional sales strategies
- ✓ Understand the steps of a sale, the critical role of a sales funnel, and the importance of research before making contact.
- ✓ Explore consultative selling as your primary strategy for engaging prospects.

Unearthing Customer Wants & Needs

- ✓ Learn the secrets to discerning between customer needs and wants.
- ✓ Discover methods for crafting compelling fact-finds to unearth customer needs – utilising three levels of listening.
- ✓ Understand how to enhance your listening skills with practical tips.

Discussing Your Products & Solutions Whilst Building The Value

- ✓ Learn to discuss and present your products and solutions with confidence.
- ✓ Gain expertise in conveying value, ensuring your offerings resonate deeply with your prospects.

Overcoming Objections & Resistance With Ease

- ✓ Equip yourself with the knowledge to respond instantly and effectively to objections.
- ✓ Understand why objections arise and learn the steps to address them confidently, including handling pricing concerns with tact.

Overcoming Objections & Resistance With Ease

- ✓ Develop your negotiating skills to confidently transition discussions toward securing commitment.
- ✓ Learn strategies for moving to the next stage and summarising recommendations to conclude sales conversations successfully.

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

"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

Manchester

Crowne Plaza, Manchester Airport, Ringway Rd, Airport, Manchester, M90 3NS

Coventry

The Village Hotel & Leisure Club, Dolomite Ave, Coventry, CV4 9GZ

Heathrow

Hilton Garden Inn Heathrow Airport, Eastern Perimeter Road, Hatton Cross, London, TW6 2SQ

Central London

DoubleTree by Hilton Central London, 60 Pentonville Road, London, N1 9LA

Require Accommodation?

MTD Sales Training has 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.

Start/Finish Times

Start: 9.30am

Finish: 4.30 – 5.00pm



Registration Fee

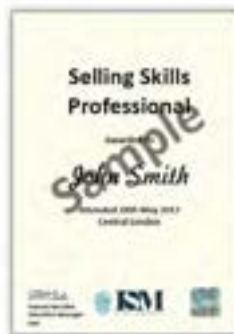
The course fee is **£295 + VAT**.

Included Within The Registration Fee:

- Course manual
- Course materials
- Buffet lunch
- Servings of tea and coffee throughout the day
- ISM "Selling Skills Professional" certificate & CPD certificate
- 3 months access to 800+ online courses via our Skillshub platform
- Unlimited email and telephone support from your trainer after the course

Formal Endorsed Qualification & Certificate

Sales Fundamentals course is a formally endorsed qualification by the ISM and is also CPD Certified. Upon attending the course you will receive the "**Sales Skills Fundamentals**" certificate from the ISM and a **CPD certificate**.



Ongoing Support After The Workshop



After the training, your sales people can email their trainer at any time 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.

Next Steps & Booking Information

Questions/Queries

Call us - 0333 320 2883

Email us - enquiries@mtdsalestraining.com

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or card.

Booking

If you would like to book a place on this course please call us on **0333 320 2883**.

Alternatively please book online at:

<http://www.mtdsalestraining.com/essential-selling-skills-booking-form>.

Details of locations, dates and availability for each course are at:

<http://www.mtdsalestraining.com/schedule>