mtd
Sales Training Specialists

# Advanced Selling Skills

## 1-Day Workshop

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, CV3 2TQ
Web: www.mtdsalestraining.com Phone: 0333 320 2883 Email: enquiries@mtdsalestraining.com

# 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

xerox

# What we offer at a glance…

## 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

Allianz

## 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

MERCK

A 1-day master class to take your "GAME" to the next level...

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

### 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

### What Will You Gain From The Course?

- Learn why the sales approaches of the nineties won't work today
- Learn about the buyer's mindset in your industry
- Learn how to gain confidence in setting appointments
- 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!

# Course Agenda

### 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.

## 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**

*"I found the course very useful and plenty of good information to take away and use in the future. I really enjoyed the day and I have gained a lot of confidence from Mike's techniques. Really well presented"*
**Paula Murray - Sales Engineer - Calgon Carbon**

*"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**

*"Mark 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 paved the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"*
**Paul Callaghan - Sales Engineer - Ably Shelters**

*"Mark was very good. The course was well presented and very relevant to my role as 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**

*"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 - IP**

# Locations

## Manchester

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

## Coventry

**DoubleTree by Hilton**, Paradise Way, Coventry, Walsgrave on Sowe, CV2 2ST

## 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

## Bristol

**Holiday Inn Bristol Filton Hotel,** Filton Road, Hambrook , Bristol, BS16 1QX

## 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.**

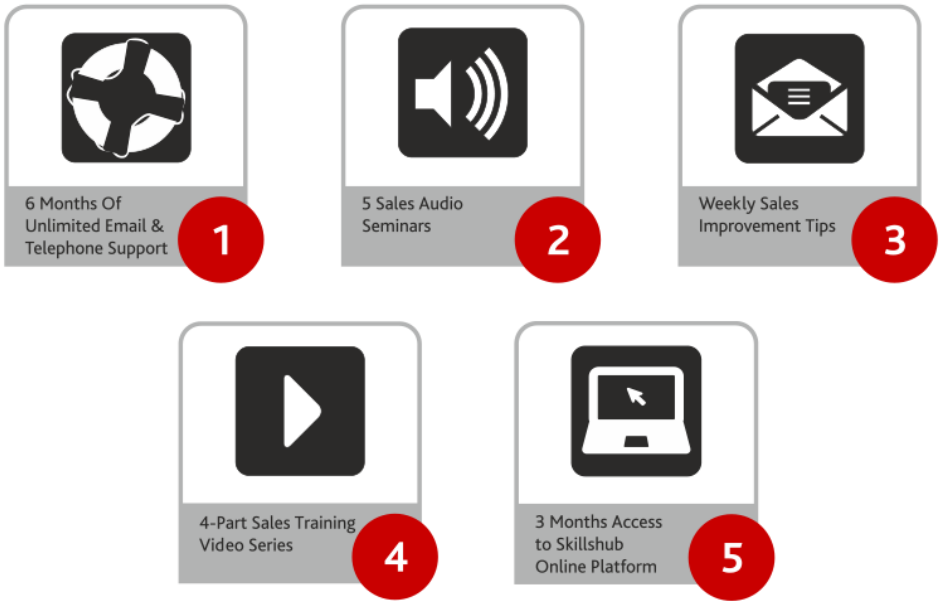
## Formal Endorsed Qualification & Certificate

The Advanced Selling Skills Course is a formally endorsed qualification by the **ISP** and is also **CPD Certified**. Upon attending the course you will receive the **"Selling Skills Professional"** certificate from the ISP and a CPD certificate.

## Included Within The Registration Fee

- Course manual
- Course materials
- Buffet lunch
- Servings of tea and coffee throughout the day
- ISP "Advanced Sales Professional" certificate & CPD certificate
- Unlimited email and telephone support from your trainer after the course

# 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/advanced-selling-skills-booking-form.

Details of locations, dates and availability for each course are at:
http://www.mtdsalestraining.com/schedule