



Sales Training Specialists





Essential Selling Skills

2-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 ISP 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 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

Our **2-Day Essential Selling Skills Training Course** is the perfect solution for salespeople looking to improve their sales process and close more sales. It's ideal for those who have had no formal training or are new to the role.

Our course will provide you with techniques and strategies to overcome objections and understand the sales process, **allowing you to exceed your targets.**

This course is a formally accredited certification by the Institute of Sales Professional **(ISP),** which is an industry recognised benchmark for high-quality sales training programmes.

Upon attending the course, you will receive the **"Selling Skills Professional" certificate** from the **ISP.**

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

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

- Discover the differences between average salespeople and outstanding salespeople.
- Understand what makes an outstanding salesperson and how to adjust to changes in the selling landscape due to the pandemic and the current economic situation.

Understanding The Sales Process

- Learn the different stages of the sales cycle and what influences buying decisions.
- Understand how to process decisions in the prospect's brain and how to influence their choices.

Learning How To Understand Your Prospect's Needs

- Step into your client's shoes to see their situation from their position.
- Learn how to adapt your approach based on what they want and position yourself, your company, and your product in light of their needs

The Techniques & Communication Skills Of Superstar Sales People

- Learn how to ask the right questions at the right time.
- Understand the different selling techniques and models, consultative and collaborative selling models.
- Develop your ability to listen attentively, read body language and buying signals, and build rapport with your prospect.

Recap & The Day Ahead

How To Overcome Objections & Excuses

- Discover how to turn negative responses into positive situations, including overcoming price objections and stalling.

How To Get To The Close & Ask For The Business

- Learn strategies for identifying buying signals.
- Understand when the right time is to close and how to close more prospects comfortably.

How To Make Effective Sales Presentations & Sales Calls

- Learn how to plan out and structure sales presentations, sales calls, and talks.
- Develop the ability to work out what to focus on and what style to deliver the presentation in.

Developing New Business

- Discover how to generate leads and set appointments over the telephone, via LinkedIn and other sales platforms.
- Learn essential inbound and outbound sales techniques, including opening calls with impact, getting past gatekeepers and building a strong personal brand.
- Develop your skills in handling common objections such as "I don't have time" and "We don't have the budget" through persuasive verbal and written responses.

Close & Actions

- Summarise what you've learned and plan your actions for applying your new skills and strategies to your sales approach.

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

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

Reading

Holiday Inn, Reading-South M4 JCT.11, Basingstoke Road, Reading, RG2 0SL

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 **£495 + VAT.**

Included Within The Registration Fee:

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

Accredited Course & Certificate

The Essential Selling Skills Course is formally accredited by the **Institute of Sales Professionals (ISP)** and is **CPD Certified**. When you complete the course, you'll receive a **Selling Skills Professional** certificate from the ISP 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