



Advance Your Sales

Sales Solutions That Stand Out From The Crowd

Introduction To Sales

Scheduled Open Sales Training Course 2009



“Employers who don’t train are 2.5 times more likely to fail than those who do”*

Source: Train to Gain survey 2008

Advance Business Corporation Ltd

Head Office and Post: Orchard House, 35 Days Lane, Biddenham, Bedford, MK40 4AE

Registered in England. Registration No: 06586417. Registered Office: 265 Bedford Road, Kempston, Bedford, Bedfordshire, MK42 8BS

www.Advance-Your-Sales.com

Sales@advanceyoursales.com

Introduction to Selling

This 1-day open sales training course - Will teach you to:

Understand both the selling & purchasing processes and how to influence the customer at each stage of the process.

You will also be trained in advanced negotiation techniques that will help you increase profits whilst maximising the value your customers see in your products and services.

Content Includes:

- Planning and preparation
- Structuring the sales call
- Effective listening and why people buy
- Communications and questioning skills
- Presenting features, advantages and benefits
- The buying and selling processes
- Objection handling
- Closing and confirming the sale

Who Will Benefit From The Course?

This scheduled sales training course has been designed for both people who are relatively new to selling or experienced people who wish to refresh their sales skills.

Previous delegates have included:

Business Development Managers

Field Sales Consultants / Telesales Consultants

Sales Directors and Sales Managers

Client Relationship and Customer Service Managers

Experienced sales people who need to refocus and become aware of the latest sales intelligence

Small business owners that want to improve their income

New sales people



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How Is The Day Structured?

- Morning Session -

Planning and preparation

Learn how plan and prep for your sales meetings and calls. Discover the keys to effective planning that will help you maximise your time, efficiency and work life balance.

Structuring the sales call

Discover how to structure your sales calls and have a strategy that will allow you to exceed your targets.

Effective listening and why people buy

Gain an understanding into what makes a customer buy how to identify the preferences of your customer.

Communications and questioning skills

Learn how to ask "Open Questions" that will help you gather specific needs from your customers and relate them to the products and services that you offer.

Presenting features, advantages and benefits

Discover how to pitch to your customers in an engaging way that will set your products apart from your competition.

- Lunch and Refreshments -

The buying and selling processes

During this workshop you will learn about each step in both the buying and selling processes. You will be able to easily identify how far along your customer is in their journey to make a decision to buy and what you can do to influence them further.

Objection handling

Learn how to use our tried and tested "Simple Steps Of Closing" techniques to overcome your customer objections. This module will give you the skills to overcome objections, win more sales and exceed your performance targets.

Closing and confirming the sale

Learn how to make sure your customer is left with a clear understanding of what will happen now and their expectations are set correctly.

About Advance Your Sales

This Advance Your Sales course has been designed by top sales performers from within some of the FTSE's highest performing sales organisations.

Throughout the day you will be taught proven skills, intelligence, strategies and process that you will be able to use the very next day in your own sales environment whether it is telephone based or face to face.

Our key aim is to deliver a fantastic return on investment from your training course. A majority of our previous delegates have doubled their training investment within their 1st order.

Delegate comments and feedback from previous courses:

"Using the new processes that you have trained our people on we have already begun to notice a marked difference within our results" "Our average order value has grown and we are currently seeing a 30% increase in our conversion rate. All of this has been combined with a happy and more motivated workforce"



Managing Director – Chipsaway (OMAR) Ltd

"I found today really helpful and satisfying, I don't have a sales background so this was my first training and it has really built my confidence" "The best thing I have learnt is, establish needs, meet needs, close deal"



Sales Executive – Storing.com

"I would like to take this opportunity to thank and congratulate Advanced Your Sales on the great training provided for my sales team" "Not only have my sales team benefited from the time invested in developing their potential but the company has achieved some stunning growth since this period of training"



Managing Director – Firex UK LTD

"The Ideas I think will particularly work for me is understanding the sales process and how to negotiate in a structured way" "I will now be able to ask the right open questions in order to gather and fully understand the customer's needs"



Sales Executive – GSIT Global Secure IT

"I would like to thank Advance Your Sales for the excellent work you have done - we have seen marked differences in our sales results as well as staff morale and retention"



Business Development Director – Mibod Ltd

The results have been outstanding. We achieved an increase in sales and we could track the work of each individual, through the reports they have been trained to submit.



Managing Director – Protravel LTD

Included Within the open sales training course Fee:

- Course Manual
- Course Materials
- Course Certificate
- 3 Course buffet lunch
- Refreshments including Tea, Coffee, Soft Drinks

Course Fee:

£299.00 + vat per person.

Locations:

The Bedford – Golf Club

Carnoustie Drive, Biddenham, Bedford, Bedfordshire, MK40 4FF

10 Minutes from Milton Keynes and 15 minutes from Junction 14 of the M1



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Further Information

If you have any questions or queries then please do not hesitate to contact us:

Tel: 01908 313069

Email: Training@advanceyoursales.com

Booking Information



If you would like to confirm a booking on this course please either ORDER ONLINE through our secure Google checkout system by clicking on the link or complete the BOOKING FORM and email it back to us.

When we have received your booking we will send you a confirmation letter, joining instructions and an invoice.

You will then be able to pay via cheque or credit card.

After The open sales course we will be able to provide you with ongoing support and included in the cost is 6 Months Of Unlimited Email Support. Further details of this will be included in your joining instructions.