

# Sales & Marketing

## Developing Your Selling and Negotiation Skills

**Speaker:** Bill Allen

### Course Summary

This course takes anyone in sales, either new to the profession, or an old hand, and will make them look at every aspect of their preparation, presentation, and ability to pick up the order.

It covers the fundamentals of selling, whilst also pushing the boundaries of knowledge for anyone experienced in sales. There are two key commandments that will be new to most sales people and that is 'No pain, no gain, no sale' and 'Making the close automatic'.

This will be a day of transformation for anyone in the sales profession.

### What you will learn

- Understanding the emotions of the client
- Building your selling around benefits
- Understanding how to determine "pain or gain"
- Knowing the Tools of the Trade
- Overcoming sales barriers
- Developing your negotiation skills
- Building a persistent team of sales people
- Knowing what will make you great
- Understanding the ratio of speaking to listening
- Making the close automatic

### Who should attend?

Anyone in sales!

#### About the Speaker

Bill Allen is a Fellow of the Institute of Sales & Marketing Management and has been in sales and management for over twenty years. He has received many awards for increasing sales and in two cases he doubled the sales of the companies he was working with in less than five years. He has worked in multinationals and also in his own companies, so has a wealth of experience, including adapting to the requirements of corporate versus private companies. He has trained managers and sales professionals at all levels that have gone on to be award winners

#### Workshop Cost

**£159.00+VAT**

22.09.09	Buckerell Lodge Hotel, Exeter
08.10.09	Lyngford House, Taunton
02.02.10	Buckerell Lodge Hotel, Exeter
23.02.10	Carlyon Bay Hotel, St Austell
27.04.10	Lyngford House, Taunton
13.05.10	Buckerell Lodge Hotel, Exeter
01.06.10	Carlyon Bay Hotel, St Austell

### Workshop Timetable

9.00am	Welcome and coffee
9.15am	Introduction and objectives The Money Triangle – Introduction to the 10 Commandments The Five Basics that'll make you great  Commanding a Memorable Impression How do we appear to the customer? Drip or Pro? What is your greatest selling tool?  Pride Why am I good What are your USP's What is your sales value
11.00am	<b>Break</b>
11.15am	Integrity What are your company values? How's your Trust Bank? No Pain, No Gain, No Sale Listen more - Find the Pain Do you help a pain or give a gain or both - if so how?
1.00pm	<b>Lunch</b>
1.45pm	Be the best chat show host Are you a Jonathan Ross or a Michael Parkinson when you sell? Making the best presentation "Preparation is king" What are the chief buying emotions? Understanding and using Remove resistance and objections Know What a Win Is Countering objections Tools of negotiations Objection Workshop Making them want to do business with you - two key questions
3.00pm	<b>Break</b>
3.15pm	Conquer Fear The "fight or flight response?" Persistence Understanding the six stages of a customer Importance of Follow Up to move a contact from Prospect to Customer Make the 'Close' automatic When does the close begin? The magical phrase for closing
4.30pm	Summary and close