

Selling for the Non-sales person

Suitable for support personnel who can either “make or break” the sale dependent on the attitude and customer handling skills. Typical delegates are Service Engineers, technical support and accounts personnel
Objectives: This programme will ensure support personnel are fully aware of the part they play in the sales process and show them how to develop positive customer relationships

Content covers :

- Customer awareness – external and internal
- Customer handling techniques
- Making the best of sales opportunities
- Effective questioning and listening
- Dealing with problems
- Closing and follow through

Programmes can be tailor-made to your specific requirements.

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- o Gaining Quality Telephone Appointments
- o Maximising Incoming Orders
- o The Principles of Selling
- o Managing and Growing Key Accounts
- o Sales Management
- o Effective Sales Negotiation

Supervision and Management

- o The Effective Supervisor
- o The Motivational Manager
- o Team Leader Development

Communication

- o A Guide to Assertiveness
- o Productive Communication
- o Chairing and Facilitation Techniques
- o Effective Presentation Techniques
- o Negotiation Skills

Self and Team Development

- o Coaching for Success
- o Training the Trainer
- o Instructional Techniques
- o Managing Stress
- o The Power of the Team
- o Effective Goal Setting
- o Professional Customer Care

Skills

- o Internal Customer Care
- o Problem Solving and Decision Making
- o Time Management
- o The Effective Appraisal

Bite Size Training Tasters

Pro-active Telephone Selling

Suitable for personnel who are required to maximise incoming orders as well as those who must actively prospect for new business or follow up quotes

Objectives:

Delegates will learn to appreciate the importance of a pro-active approach when dealing with existing and potential customers. They will be given an easy strategy to use when making outgoing calls as well as techniques to maximize incoming enquiries and learn how to implement

Content covers :

- Understanding customer attitudes
- Essential qualities Positive phraseology
- The impact of body language
- Opening the call
- Fact finding and listening
- Features and benefits Objection handling
- Closing techniques
- Role-play

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Bite Size Training Tasters

Gaining Quality Telephone Appointments

Suitable for both internal or external sales personnel who need to gain appointments with new or existing customers.

Objectives:

At the end of the course delegates will be equipped with improved confidence levels and tried and tested techniques to help them gain appointments with decision makers

Content covers :

- Preparation for appointment making including the importance of attitude
- Simple scripts to ensure positive delivery
- Getting through to decision makers and past the “gate-keeper”
- Objection handling
- Practicing the new techniques

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Bite Size Training Tasters

Maximising Incoming Orders

Suitable for personnel who are responsible for dealing with sales orders from new and existing customers and are in a prime position to make the best of these incoming opportunities

Objectives:

Delegates will learn how to build and cross-sell on the incoming sales order by applying excellent service levels, establishing rapport and recognizing which additional products or services will benefit the customer

Content covers:

- Why cross selling is important
- Perceptions of selling
- Hard versus soft sell
- The conversational approach
- Selling through improved customer care
- Asking the appropriate questions
- Active listening
- Features and benefits
- Objection handling
- Closing techniques
- Role-play

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Bite Size Training Tasters

The Principles of Selling

Suitable for brand new sales personnel as well as those with some experience but no formal training

Objectives:

This one day programme will equip delegates with a good understanding of the sales process and they will be shown techniques to adopt from preparing the call through to closing. It is advised to follow with Level Two after a suitable period

Content:

- Understanding why customers buy
- Attitude and approach

The call structure

- Preparing for the sale
- Unique selling points
- Fact-finding
- Features and benefits
- Buying signals
- Handling objections
- Closing techniques

Level 2

Programmes can be tailor-made to your specific requirements.
The Principles of Selling Level 2

Suitable for salespeople with at least 12 months experience and those who need to refresh their selling skills. It is also an effective follow up to Level One

Objectives:

This thorough programme examines the skills required to plan and conduct effective sales interviews and manage a territory

Content covers:

- Effective journey planning and assessing priorities
- Telephone appointment making
- Effective communication including body language
- Buying signals
- Overcoming objections
- Closing techniques
- Role-play

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- o The Effective Appraisal

Bite Size Training Tasters

Managing and Growing Key Accounts

Suitable for salespeople who have the responsibility of bringing in and managing the larger accounts integral to the success of the company
Objectives: Delegates will be shown what constitutes a Key Account and know how to draw up a strategy both to maintain and build existing and gain new key accounts

Content covers :

- What are Key Accounts?
- What is expected from the role- Customer and your company
- Drawing up a Customer profile
- SWOT Analysis and business planning
- Managing roles
- Presenting your strategy

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Bite Size Training Tasters

Sales Management

Suitable for both internal and external sales managers either new to the role or without any formal training

Objectives:

This comprehensive, interactive programme will provide the manager with practical advice and strategies for building and managing a motivated, focused sales team

Content covers :

- Roles and responsibilities
- Recognising management and salesperson style
- Leadership skills
- Sales control statistics
- Planning skills
- Delegation
- Field training
- Motivating the team
- Field-coaching role-play

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Bite Size Training Tasters

Effective Sales Negotiation

Suitable for personnel who have the power to influence price and deliverables when making the sale

Objectives:

At the end of this programme, delegates will have a good understanding of the negotiation process and be aware of a structure and techniques to conduct as successful win- win outcome

Content covers:

- Understanding negotiation – adversarial versus co-operative approach
- Preparation
- The negotiation stages
- Communication skills
- Body language
- Moving to agreement
- Closing the negotiation
- Understanding tactics
- Practical negotiation role play

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Skills

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Bite Size Training Tasters

The Effective Supervisor

Suitable for any newly promoted Supervisor, shop floor or office based, and those who have never had the benefit of any formal training .

Objectives:

This comprehensive programme provides a valuable insight into the knowledge and skills required by today's supervisor.

Depth of content is dependent on course length and the programme can be tailored to specific needs and run on consecutive days or over a longer period eg. One day per month to allow Team Leaders or Supervisors to practice the skills

Content:

The Role of the Supervisor

- Key areas of responsibility
- Job descriptions and Standards of performance

Communication

- Interviewing skills
- Body language
- Giving and receiving feedback
- Assertiveness

Motivation

- The principles of motivation
- Approaches to motivation
- Planning and control
- Planning the teams work
- Managing your own time
- Delegation skills

Appraisal Skills

- Benefits of appraisal
- Preparation for the meeting
- Running the meeting
- Agreeing objectives
- Assessing training needs

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Bite Size Training Tasters

The Motivational Manager

Suitable for both the newly promoted manager and those who have evolved into the management role and have not had the benefit of any formal training

Content:

- The role of the manager
- Managing task, team and individual
- Qualities of the effective manager
- Effective communication
- Providing motivational feedback
- Planning the workload
- Effective delegation
- Motivational techniques
- Team building principals

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Bite Size Training Tasters

A Guide to Assertiveness

Suitable for those who either behave too aggressively or passively towards others and would benefit from adopting a more balanced, empathetic approach

Objectives:

Delegates will learn the difference between aggressive and assertive and how to use the skills in order to operate more effectively both in and out of work

Content Covers:

- The problems of aggressive and passive behaviours
- Understanding assertiveness and the benefits
- The steps of assertiveness
- Assertive communication
- Assertive body language
- Calming down angry people
- Making yourself heard
- How to say “no”
- Workable compromise
- Handy assertive techniques

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Bite Size Training Tasters

Productive Communication

Suitable for individuals within the work environment who feel they would benefit from an improved understanding of communication between colleagues, customers and peers.

Objectives

This useful one day programme will provide an understanding of differing communication styles and how to “tune in” to others. Delegates will also learn a range of skills designed to improve communication and relationships with others.

Content covers:

- Barriers to the communication process
- Awareness of other communication styles
- Questioning skills
- Active listening
- Body language
- Difficult communication techniques
- An insight to assertiveness

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Bite Size Training Tasters

Chairing and Facilitation Techniques

Suitable for anyone in the organisation who has to chair a meeting with either colleagues or external personnel and are responsible for gaining maximum participation from participants

Objectives:

Delegates will be made aware of the skills needed for chairing and facilitation a meeting and learn how to control the meeting by practicing the key skills

Content covers:

- Understanding facilitation, chairing and training
- Facilitation Skills
 - Benefits
 - Barriers
 - Preparation
 - Preparation for the meeting
 - Equipment required
 - Setting the agenda and objectives
 - Use of facilitation tools for involvement
 - Interpreting difficulties and resolving conflict
 - Follow-up action and methods
- Chairing Skills
 - Owning the meeting
 - Maintaining control
 - Ensuring understanding
 - Gaining agreement
 - Closing the meeting

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Bite Size Training Tasters

Effective Presentation Techniques

Suitable for anyone who is required to make formal or informal presentations to either small or large audiences. Content can be designed to suit the novice or more experienced presenter

Objectives:

This highly practical programme will help build confidence levels as well as providing a structure for putting together and delivering presentations aimed at gaining maximum audience attention

Content:

- Practical presentation no.1
- The importance of preparation
- Audience assessment
- Structure of the presentation
- Powerful first impressions
- Benefits and use of visual aids
- Impact of body language
- Dealing with questions and interruptions
- Use of the voice
- Confidence building techniques and control of nerves
- Practical presentation no.2

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Bite Size Training Tasters

Negotiation Skills

Suitable for anyone in the organisation who has to negotiate with either colleagues, complainants or suppliers

Objectives:

At the end of this programme, delegates will have a good understanding of the negotiation process and be aware of a structure and techniques to conduct as successful win- win outcome

Content covers:

- Understanding negotiation – adversarial versus co-operative approach
- Preparation
- The negotiation stages
- Communication skills
- Body language
- Moving to agreement
- Closing the negotiation
- Understanding tactics
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Coaching for Success

Suitable for individuals in the organisation who have the responsibility for the performance of others and consequently need to develop people within the organisation

Objectives:

Delegates will examine the skills required for effective coaching of others and be given a range of tools for developing the performance of others by encouraging potential and providing motivational feedback

Content covers

- Understanding the role of the coach
- Effective and ineffective coaches
- Benefits to the individual and the company
- Coaching methods and development opportunities
- Examining how people learn
- The coaching model
- The coaching checklist
- Feedback techniques
- Personal development plans
- Encouraging self-development

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Bite Size Training Tasters

Instructional Techniques

Suitable for anyone who is responsible delivering for one to one or small group occupational training

Objectives:

This highly practical two day programme will show delegates how to plan, prepare and deliver on- the- job instruction. Two practical sessions , on video, will allow the techniques to be practiced and improved upon as well as improving confidence levels

Content:

- Practical instruction no 1
- Identifying training needs
- Training objectives
- Preparation for the session
- How and why people learn
- Barriers to learning
- Delivering the instruction
- Offering encouragement and feedback
- Evaluation methods
- Practical instruction no.2

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Bite Size Training Tasters

Managing Stress

Suitable for anyone in the company who is experiencing stress and for those who are responsible for team members who may be experiencing the symptoms

Objectives:

This interactive programme will make delegates aware of the symptoms and consequences of stress. It will enable them to analyse their own stress levels and provide workable strategies to both prevent and manage tasks and relationships to combat the onset and consequences of stress

Content covers:

- What is stress-signs and symptoms, causes, incidence
- Assessing potential for developing stress using Hazard Potential
- Assessing current status
- Managing stress; managing work environment and physical/psychological management
- Causes & symptoms of poor time management
- Time logs
- Prioritising
- Goal setting
- Saying no
- Understanding assertive behaviour

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The Power of the Team

Suitable for individuals who currently work within a departmental team or for cross-functional teams who need to work more effectively together in order to achieve improved results and build group synergy

Objectives:

At the end of the programme delegates will understand what constitutes a team and learn what individuals need to do to operate effectively in order to maximise potential within their team:

Content covers:

- Team versus group
- Barriers to effective teams.
- Understanding group dynamics
- The differences between successful and unsuccessful teams
- Rating your own team
- Preferred working styles within teams
- Establishing trust
- Criteria for effective teams.
- Action Plans and Objectives

** This programme will include a selection of practical team building exercises designed to illustrate key learning points

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- o Maximising Incoming Orders
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- o Effective Sales Negotiation

Supervision and Management

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Self and Team Development

- o Coaching for Success
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Skills

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Bite Size Training Tasters

Effective Goal Setting

Suitable for anyone in the organisation who is required to either set their own objectives or has to meet departmental or individual objectives or goals

Objectives:

Delegates will be made aware of the significance of preparing relevant and realistic goals in order to increase effectiveness and achieve success. They will be shown techniques to help them prepare and direct action towards the achievement of those goals

Content covers:

- The significance of goals
- Benefits of written down goals
- The SMARTER Test
- SWOT Analysis
- Rules of goal setting
- Directing effort
- The planning process
- Gantt Charts

Programmes can be tailor-made to your specific requirements.

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Bite Size Training Tasters

Professional Customer Care Skills

Suitable for anyone within the organisation who is required to handle customers, internal and external, in a diplomatic and professional manner

Objectives:

This one day programme will make delegates appreciate the importance of all customers and show them how to maximize relationships through improved attitude and behaviour

Content:

- Why is customer care so important?
- Who are our customers -Internal and external
- Customer supply chain
- Projecting customer image
- Effective communication
- Telephone technique
- Dealing with difficult situations and customers

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Bite Size Training Tasters

Internal Customer Care

Suitable for organisations who feel that production; sales and external customer relationships are being affected by ineffective communication and empathy between departments

Objective

This participative workshop will demonstrate the importance of the internal supply chain and examine methods to improve attitudes and behaviours between individuals in the organisation

Content Covers:

- Who are our customers?
- Examining the customer supply chain
- What effect do the relationships have on the external customer?
- Communication barriers
- SWOT Analysis
- Developing an empathetic approach
- Basic communication strategies
- Action plans for improvement

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Bite Size Training Tasters

Problem Solving and Decision Making

Suitable for anyone in the organisation whose work involves solving problems and meeting new challenges

Objectives:

At the end of this practical workshop delegates will know how to analyse the most likely cause of a problem, have examined the various methods of identifying solutions and be able to plan, implement and evaluate the most effective solution

Content covers:

- Stages in the problem solving process
- Problem identification techniques
- Fishbone diagrams
- 4 M's, 4 S's, 4 P's
- The role of questioning in problem solving
- Creative problem solving
- Mapping techniques
- Brainstorming principles and synergy
- Analysing and evaluating solutions
- Solution Implementation
- Evaluation

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Time Management

Suitable for anyone who “never seems to have enough hours” in the working day and will benefit from more effective use of planning, recognising priorities and managing interruptions

Objectives:

Delegates will examine how they currently spend their time and learn strategies to help them prioritise, plan and delegate as well as how to deal with time-wasters

Content covers :

- Causes of poor time management
- Assessing priorities
- Planning and “to-do” lists
- Recognising urgent and important
- How to say “no”
- Managing interruptions
- Effective delegation

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Bite Size Training Tasters

The Effective Appraisal

Suitable for any team leader, supervisor or manager who has to carry out appraisal meetings within the workplace in order to increase performance standards and motivation levels

Objectives:

Delegates will be provided with the knowledge and skills required to carry out a motivational two-way meeting. They will also be given an opportunity to practice the skills by way of role-play

Content:

- Understanding reasons and benefits of appraisal
- Preparation for the meeting
- Opening the discussion
- Questioning and listening skills
- Awareness of body language
- Offering motivational feedback
- Agreeing objectives
- Assessing training needs
- Completion of records

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Bite Size Training Tasters

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We appreciate how difficult it can be to release staff for full days, so we have put together a range of topics which will provide valuable development tips and techniques covered in half day or sometimes even two hour chunks.

By attending the sessions team members not used to the training environment will start to develop a taste for learning and can return for more in depth sessions later as appropriate

Examples of sessions available:

Communication Development

Giving and Receiving Feedback

Covers the importance of feedback within the team and how to deliver it in a motivational, constructive manner

A Snapshot of Assertiveness

Explains what is assertiveness, the benefits and the steps and techniques needed to put it into practice

Improving your Communication Skills

Examines communication barriers and basic strategies for improving both individual and team communication

Exploring the Myths of Body Language

An interesting and useful insight into how communication can be improved and impaired by having a basic awareness of the impact it has on interpersonal relationships

Making the most of your work-life

Effective goal setting

Illustrates the importance of having goals in both inside and outside of work and how to prepare and achieve those goals effectively

Working Smarter

A taster of time management showing delegates how recognising and assessing priorities and following a daily/ weekly plan can help maximise productivity and help minimise stress

Achieving “Win-Win” at work

A snapshot of negotiation designed to provide basic, common-sense strategies for individuals to use both in sales and non-sales environments

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