



Our award-winning 'One Day Series' focuses on the key elements of selling in a modular series of intensive, practical workshops. Each workshop is designed to provide in depth skills focused on a specific stage of the sales process. These one-day workshops are excellent for closing skills gaps and broadening sales capability.



1. Appointment Making Skills
 - Face to face & telephone techniques to handle resistance & gain solid appointments
2. Building Rapport & Relationship
 - Recognising personalities, Handling 'The Chat Gap', Self-adjusting to build genuine interest
3. Establishing Customer Needs
 - Questioning to establish needs through problem identification & solution value
 - Includes SPIN and FOCUS techniques
4. Effective Sales Presentations
 - PEACE presentation planning; (Purpose, Evidence, Audience, Content, Expectation)
 - Practical workshop including 2 x real presentations and evaluation
5. Objection Handling Skills
 - Why people object, types of objection, isolating, resolving and closing on Objections
 - Dealing with buyers deliberate negotiation tactics
6. Closing Skills: The Strike Rate Workshop
 - When to close, Trial closing, 9 types of close, pathway closing, using the nudge close
 - Role plays and scenario-based closing exercises
7. Cross-sell and Up-sell Strategies
 - Expanding opportunities, broadening your contacts, using the 5 probing questions
8. Selling to Professional Buyers
 - The Buyer/Supplier matrix, moving from commodity to partnership, meeting KPIs, setting key deliverables, adding value to buyers
9. Providing Remarkable Customer Service
 - Creating 'Raving fan' customers, ways to add real value, standing out from your competitors
10. Sales Networking
 - Informal & formal networking, how to build and use your network
 - Maintaining contact with your networking plan and skills for networking events
11. Managing Time and Personal Productivity
 - Powerful techniques for prioritisation, handling deadlines, procrastination, and dealing with interruptions.
12. Competitor Awareness
 - How to monitor your Competitor, gaining competitor intelligence, differentiation techniques
 - Competitive SWOT analysis, selling against strong competitors

