

Sales and Marketing

course outlines



Improve your sales
and **marketing** performance
overnight and increase
profits

These courses will help you if:

- You'd like to learn to become a sales professional
- You are already in sales and would like to improve your performance
- You're paid according to your sales performance and would like to increase your earnings
- You value training skills and techniques that simply get results

Selling your products and services training

	DAYS	MAR	APR	MAY	JUN	JUL	AUG
Successful telesales	2	10	04	01	06	03	01
Pitching for Business	1	11	07	09	09	07	08
Introduction to successful sales	2	14	14	16	16	14	15
Introduction to marketing	2	18	21	23	23	21	22
Consultative selling	2	19	08	30	02	04	04
Advanced selling	1	10	11	02	10	11	11
How to start selling, marketing and communicating	1	12	18	12	17	18	18
How to start a lead generation model – Sales Process	1	13	25	19	24	25	19
Sales skills for today's market	1	26	09	28	27	28	05
How to create interest in your product and services	1	27	18	07	30	29	06

Sales & Marketing - Improve your sales performance overnight and increase profits.

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AM:PM's guarantee - Sales and marketing skills that will increase profits when actioned or your money back.

Consultative selling skills

Duration: 2 day

Overview

By understanding the individual using in-depth questioning and influencing techniques to uncover specific needs, you will actively contribute to enhancing long-lasting client relationships built on trust and credibility. The days of 'feature advantage benefit' selling are no more! Key buyers and decision makers are more sophisticated in their approach and therefore salespeople need to adapt their behaviours to form longer term partnering relationships.

Learning objectives

- Understand the key elements of the consultative sales approach.
- Understand the different stages of the sales and decision making cycle.
- Plan and prepare to achieve your goals.
- Gain the clients trust.
- Fully understand the client issues and how their business operates.
- Establish explicit needs and challenges faced by your client together with their business drivers.
- Deliver value propositions to your client based on the knowledge gained.

Who is it for?

For sales and account managers who are involved in complex sales solutions and services. This course is also suitable for sales executives moving into a consultative role.

Course content

- Defining consultative selling vs. other types of selling.
- The different stages of the sales and decision-making cycle.
- Territory planning and research techniques.
- The importance of influencing - internally and externally.
- The importance of questioning skills to uncover all the clients needs.
- Identify the key decision makers.
- Building relationships with your clients - building win-win partnerships.
- Explicit needs vs. implicit needs - understanding and identifying the client needs.
- Advanced questioning skills - how to uncover the real need.
- Presenting your case with impact.
- Influencing and negotiation skills.
- Using trading currencies.
- Practice scenarios to consolidate the learning.

AM:PM Services Booking Form

Please complete this form and mail or FAX to:
 AM:PM IT Services, Tower Point , 44 North Road, Brighton BN1 1YR.
 TEL: 01273 243000 FAX: 01273 243966
 or e:mail : training@ampmittraining.co.uk

Your Name:			
Home No.	Personal No:		
Company & Address			
Home Address			
Course Date:	Course Fee per delegate: £		
Registration Fee £:		Total (excluding VAT): £	
Course Title:			
Candidate	Name	Course Title	Date

Authorised By:	Purchase Order No.:
Position:	
Address:	
Postcode:	
Telephone:	Fax:
Signed:	Date:

Address to which instructions should be sent to if different from above

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