

Excellence in Sales – delivering improved sales performance

Outline Programme

Day	Session	Overall Aim	Session Objectives
1	Introduction and welcome	To gain an understanding of the needs of the group and the objectives of the course.	<ul style="list-style-type: none"> To introduce the group to each other and the trainer To understand the objectives and the process of the course.
1	Characteristics of successful people	To understand the characteristics of successful people, which can be used in the work place to improve performance	<ul style="list-style-type: none"> To establish achievable goals. To identify the process of overcoming obstacles. To explore the impact of positive thinking. To define 'practice' and its impact on success.
1	Demands Constraints and Choices	To enable delegates to move forward having identified obstacles which prevent the achievement of targets.	<ul style="list-style-type: none"> To understand the difference between what can and cannot be changed in the workplace. To demonstrate the 'professional challenge' when trying to effect change. To find a positive way forward using the strength of the team. To develop specific actions to be introduced back in the work place.
1.	Effective Appointment making	To provide a thorough understanding of the importance of effective appointment making	<ul style="list-style-type: none"> To identify goals. To understand the use of ratios to identify strengths and weaknesses To understand the process of efficient lead generation. To identify ALL possible lead sources. Understand the purpose of your job

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2	Communicating the message	To understand the process that delivers improved sales performance in the work place.	<ul style="list-style-type: none"> • To define effective communication • To describe and demonstrate the behaviours associated with active listening. • To explain the role of body language in the communication process. • To identify factors which handicap effective communication.
2	Understanding your impact	To explore the impact that your communication style has on customers	<ul style="list-style-type: none"> • To undertake a non financial sales interview (video record) • To receive feedback from recorded observation • To identify from experience enjoyable buying experiences • To analyse what elements created that pleasure • To identify bad experiences and contrast the approach identifying key differences • Review video and identify your likely impact on customers • Undertake a second non financial sales interview
3	Interviewing skills	To enable delegates to develop conversations with customers that will motivate them to participate and be interested in the outcome of the conversation.	<ul style="list-style-type: none"> • To identify the behaviours associated with an effective interview. • To use client words to develop the interview. • To give examples of question types and explain their uses. • Describe a process for setting the agenda and introducing the Fact Find, stating the benefits to the customer and the salesperson.
3	Motivating the buyer	To move customers from the recognition of need to positive want	<ul style="list-style-type: none"> • To understand the difference between needing and wanting a service or product • To give examples of the contrast between these two positions • To identify examples of buying without wanting • To identify methods of moving clients to wanting what they need. • To practise these skills with non financial products

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4	Applying new skills	To demonstrate how the skills learned can be applied	<ul style="list-style-type: none"> • To apply skills using the company sales process with financial products • To practice a sales interview with feedback.
4	A successful future	To review progress on the course and make a commitment to sales behaviours in the future.	<ul style="list-style-type: none"> • To review progress made and the value of the new approach. • To make a commitment to future sales behaviour changes. • Agree a collection of sales statistics to compare with past performance. • The costs and benefits of your plan.