

Could your sales performance be better?

Everyone has people producing a poor level of sales. The statistics just show you who they are and how low their sales performance level is. They don't want to be in that position and are usually doing their best to move up the rankings.

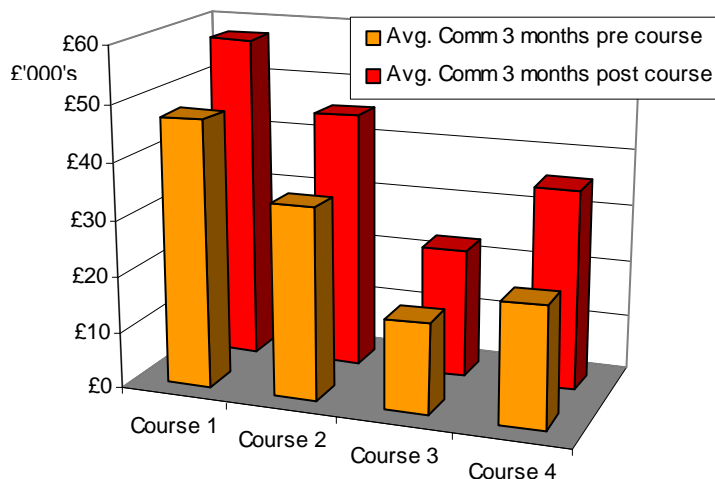
Our Excellence in Sales course has been designed to help those who may never have had the right approach to customers or those who have been selling for so long their approach is automatic, often automatically wrong!

This 4-day event is designed to increase sales performance by at least 25% compared with pre-course sales.

Quality as well as quantity

By changing the way that advisers deal with customers, genuinely listening to their issues, and converting their needs to wants, the quality of the sales improves as well as the volumes.

Past courses have succeeded in increasing sales regardless of the time of year, the state of the market and advertising campaigns. The graph shows results from training delivered each quarter over a 12-month period



Key benefits of our approach

We are interested in improving knowledge but much more interested in the business benefits knowledge brings. In consequence our events are: -

- ◆ Interactive using case studies and syndicate work to enable knowledge to be applied
- ◆ Led by people who have experience sales and who deliver constructive feedback and can show delegates a technique
- ◆ Gain real commitment from participants to their own action plans to change what they do to address the issues they have uncovered.

- ◆ Tailored to fit the size, type and scale of the business so that examples and case studies are material to the issues under discussion.

Whether you want to enhance the competence of the people who see your customers face to face or talk to them over the telephone please contact us to discuss your requirements

The programme

Day 1: Removing barriers

The first day focuses on creating recognition that there may be a better way and explores with delegates through demonstration, what they do now.

Role-plays are reviewed and feedback provided to uncover where opportunities were missed and why. This provides a benchmark from which effective development can take place. The second half of the day explores "customer service" and its impact on the relationship between the customer, the salesperson and the company.

Critical facts are often missed because the sales person is too busy thinking what to say next!

Very often sales people make assumptions about what customers want without exploring or, positively listening to what the customer is saying. Exercises in positive listening are undertaken to show how critical facts are often missed because the sales person is too often thinking what to say next!

Days 2 and 3: Learning and applying new skills

Delegates recall occasions when they have been sold to. The most enjoyable occasions where they, as customers, felt that they had bought exactly the right thing and experience showed them they were right to hold that opinion.

Delegates are encouraged to use the client's language to develop the interview and to use appropriate body language to re-enforce the communication. Generally, by this stage, delegates have grasped that a genuine interest in the customer is the key to excellence. The rest is a question of practising the techniques that help the customer to properly identify what he or she needs.

More practice of techniques is undertaken and by selling products that are unfamiliar such as garden design services, cars, televisions etc. they can focus on the sale, not on the process and paperwork.

Day 4: Changing the way you work

The day starts by considering how to retain the new, customer centric approach while selling their own product range with the attendant corporate and regulatory requirements. Again, practice makes perfect.

After all if you never see a customer the best sales technique in the world will not help.

The methods of generating leads and gaining appointments with customers are explored with delegates working together to devise ways in which they can gain business from the opportunities open to them. A detailed plan for the coming month and a list of actions to be repeated daily, weekly and monthly is devised by the delegates.

Sales estimates are made based on the plan and a commitment made to collect some personal statistics that will help delegates understand how to identify what went wrong and what went right at the interview.

If you are interested in discussing how this event could help you to generate sales please contact us on enquiries@ctp.uk.com or telephone 01327 858292 and ask to speak to Jayne Owen