



**STAGE 1**

SALES ESSENTIALS

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1 DAY

- Sales 101
- Be a confident salesperson
- Be the Trusted Advisor

**The fundamentals of sales**

- › Communication
- › Questions
- › Phone techniques
- › Commercial conversations
- › Building relationships
- › Energy
- › Mindset
- › Listening
- › Engaging customers
- › Professional acumen
- › Control the conversation
- › Assertion

**ACADEMY RESOURCE HUB**

Full suite of support tools to further develop your skills

6-week membership

**STAGE 2**

SALES ACCELERATOR

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2 DAYS

- Be the Trusted Advisor
- Set yourself up as a Business Partner and Collaborator
- Be the Authority and Subject Matter Expert

**Sophisticated selling techniques**

- › Mindset
- › Commercially minded
- › Beliefs
- › Assumptions
- › Exploration
- › Questions
- › Listening
- › Objections
- › Negotiation
- › Business Development
- › Account Development
- › Presenting

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**STAGE 3**

EXTENDED DISC

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1 DAY



- DISC Personality types

**How to identify DISC personality styles and communicate more effectively for better results**

**Identify**

- › Your own natural style for improved self-awareness
- › Your colleagues' style
- › Your clients' style

**Understand**

- › How people think, feel, act and behave and communicate differently
- › How to speed read others' style
- › How to successfully adapt your communication style
- › How to amend your approach/meeting/presentation/emails – all engagement for better outcomes
- › How to motivate your client to buy

**STAGE 4**

BUSINESS DEVELOPMENT

**BUSINESS DEVELOPMENT**

2 DAYS

- Strategy for Business Growth through Key Account Development & Acquisition

- › What makes a successful business development person?
- › The key processes for a business development plan
- › Prospecting & existing customer development
- › How to 'sell' without 'selling'
- › The art of persuasion
- › Qualifying your prospects
- › Follow up techniques
- › The art of turning one into many
- › Effective networking
- › Building your emotional intelligence
- › Creating a business development plan

**STAGE 5**

PRESENTING

**PRESENTING**

2 DAYS

- How to win business

**Persuasive presentation skills**

- › What makes a great presenter?
- › Creating logical, persuasive and engaging presentations
- › Combat audience boredom
- › Read the room, analyse your audience
- › Effective structuring
- › How to make your messages memorable
- › Our unique and fool-proof, 7-Step Presentation Planner
- › First Impressions and setting the scene
- › Managing nerves
- › Owning the room
- › Using spaces well
- › Avoiding 'Death by PowerPoint'
- › Engaging your audience
- › Q&A Handling
- › Planning and practicing

**STAGE 6**

NEGOTIATION

**NEGOTIATION**

2 DAYS

- Skilfully handle 'on-the-spot' ad hoc, and complex planned negotiations

**Clever negotiation is a major step on the roadmap to increased sales confidence**

- › How to plan a skilful negotiation
- › Choose the best strategy
- › Using team strengths
- › Spotting key tactics others use and practical counters that keep you in control
- › Controlling the whole process to ensure you maintain a positive relationship
- › 360 Negotiation immersion: planning, openings, tactics, power shifts, persuasion, process, control, and relationship management skills

**STAGE 7**

SALES MASTERY

**SALES MASTERY**

1 DAY EACH

- Advanced Body Language
- NLP Techniques
- AI In Sales

**Advanced selling, communication and influencing techniques**

**Body Language**

- › Verbal and non-verbal cues

**NLP 1**

- › Rapport
- › Buying strategies
- › Eye patterns
- › Anchors
- › Stress

**NLP2**

- › Meta Programs
- › Unconscious messaging
- › Sleight of Mouth
- › Beliefs
- › Goals

**AI**

- › Enhancing sales processes

**STAGE 8**

EMERGING LEADERS

**EMERGING LEADERS**

HALF DAY (3 X VIRTUAL)

- How to be a successful Mentor & Coach
- How to support, educate and encourage others

- › Creating persuasive and engaging coaching sessions
- › Effective mentoring techniques
- › Communication styles
- › Inspiring a reluctant mentee
- › Reading and adapting to other Personality styles
- › Emotional Intelligence
- › Skills to maintain and control a positive Mindset
- › Stress management
- › How to motivate others
- › Organisation /prioritisation /discipline/time management