



Sales Training

Sales Training

Tailored for you:

- ***Consultative Selling***
- ***Relationship Selling***
- ***Negotiation Skills***
- ***Sales Manager as Coach***



As a result of the sales training with Perceptions Coaching, the sales team have made 20% more sales appointments. In addition there was an increase of 22% in sales activity; the sales conversion rates were increased from 35% to 43% of appointments successfully converted to sales.” **Head of Sales, Club Wembley**

“As a result of the coaching I have been able to get through to people higher up the chain – the decision makers – more quickly and more frequently.” **BT, Sales Manager**



The key outcomes you can expect will be:

- **To deliver better sales results with your customers**
- **To ensure a more consistent win/win outcome in negotiations**
- **To identify and achieve additional growth in revenue**
- **To enable individuals to optimise the relationships with your customers**
- **To grow your sales team to significantly improve their performance**

Using the most advanced and progressive techniques, Perceptions Coaching will enable you to **achieve more with your existing team and beat off your competition.**

You can find out more as follows:

T: 01206 562367

E: sales@perceptionscoaching.co.uk or visit www.perceptionscoaching.co.uk

Consultative Selling Skills & Relationship Selling

The key outcomes will be:

- *Develop client relationships*
- *Enhance commercial acumen*
- *Deliver better results for you*
- *Optimise the relationships with your customers*



The principle outcome of this course is to develop the capability of your sales team, to enhance their relationships and behaviour with your customers. This will enable each individual member of your sales team to deliver better commercial outcomes and improve their results from their client relationships.

What will be covered in the training?

To enable customer facing individuals to professionally manage a thriving and growing portfolio of customers, the level of ability is developed through consultative sales training and coaching. The programme will include:

- client relationship skills
- listening & questioning skills
- rapport skills
- professional conduct & behaviour in front of the client
- managing client meetings
- business development & improving opportunities
- obtaining referrals
- optimise opportunities within each client

To tailor a course to suit
your needs call TODAY:

01206 562367

or email:

sales@perceptionscoaching.co.uk

Using this as a basis for the sales teams training will swiftly ensure their progress to deliver the results and keep ahead of your competitor's.

"As a result of working with Perceptions Coaching, there has been a marked improvement in the team's performance and in our relationship with our clients. Most importantly, the team now recognise the need to develop every possible opportunity to innovate and to deliver exceptional customer service." **Vice President, IMG (UK) Limited**



Negotiation Skills

This is a hands-on workshop, with practical role play exercises and group learning experiences using world-class best practice. This course is designed to enable you to maximise your negotiation results – whilst ensuring you maintain long-term relationships with the other party.

What is covered on the course?

- **Preparation** – researching the negotiation, planning the meeting, identifying the variables and trade-ables and establishing your position.
- **Expectations** – setting the framework & agenda, taking control, building rapport and identifying needs from the other party.
- **Testing** – probing for issues, areas for negotiation, using open questions, listening skills, empathy with the other party and seeking to understand their position.
- **Challenging** – exploring ‘if/then’ positions, trading concessions, how to use NLP to influence and persuade others.
- **Agreement** – clarifying the agreement, recap & summary of discussions, closing the deal, agreeing the actions etc.
- **Reviewing** – reflect on personal performance, analysing the impact of the agreement and implications, communicating the outcome, reviewing the process used and what happens next!

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Sales Manager as Coach

Learning Outcomes:

- *Learn basic NLP* communication*
- *Unique tools to assess individuals*
- *Performance & skills gap analysis*
- *Developing coaching skills*
- *Giving strength centred feedback*



Delegates will learn the basic skills required to manage sales performance using a coaching style. This workshop will develop the individual's ability to improve their personal performance and that of their team. Delegates will know how to coach difficult people, how to effectively deliver feedback and how to improve performance. During the workshop delegates will practice coaching skills, benefit from group learning and participate in practical exercises. In addition there will be unique tools, a dependable framework and new skills to apply in the workplace.

Quotes from delegates:

"Improved my confidence in my management role"

"Brilliant training – can't wait to see how it passes on to the team!"

"I feel all staff in managerial positions should do this course"

"Interesting, fun and informative"

Previous delegates include:

- Senior sales management
- Sales Director/National Sales Manager

Exercises:

- Trio Coaching sessions
- Strength Centred Feedback
- NLP – Communication Questionnaire

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*NLP – Neuro-Linguistic Programming

Sales Coaching

Key benefits include:

- ***Exceed Sales Targets***
 - ***Unlock Potential***
 - ***Achieve Success***
 - ***Improve Client Relationships***
 - ***Delivering improvements in sales results.***
- The **Sales Coaching** will deliver changes in behaviour and lasting results, because each individual has more awareness to their performance and buy-in is attained through the individual taking greater ownership.
 - Through the process of **Sales Coaching** the individual identifies any limiting factors that are affecting their performance. These limiting factors are then addressed through the coaching and overcome by the individual to deliver the desired outcome.
 - All individuals on the **Sales Coaching** programme will be setting powerful goals and will explore the benefits of achieving their desired outcome, to ensure they are motivated to attain a sustainable level of performance.



“As a result of the coaching I have been able to get through to people higher up the chain – the decision makers – more quickly and more frequently.” **BT, Sales Manager**

“Using the techniques learned from the coaching is helping me to get a good response back from clients.”

Client Relationship Manager, Media

- During the **Sales Coaching** programme individual performance will be reviewed - any variances are evaluated during the one-to-one sessions with their dedicated coach, to ensure the level of commitment is maintained and the actions taken are achievable.
- The **Sales Coaching** can also include field visits, to provide feedback on individual performance in customer meetings.

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