

## Sales and Marketing

### Sales and Marketing

Course code: SM1

Duration: 5 Days

Delivery method: Five 3-hour Online Zoom Sessions

#### About this course:

##### Who should attend?

- Sales Executives, Sales Managers, Operations Managers and Account, Managers, Sales Directors/ Operational Directors, Managers/Directors moving more into a strategic business development role

##### By the end of the course delegates will be able to:

- Refresh and develop key sales development skills
- Improve sales management methods and empower your team to succeed
- Drive sales performance, optimise the sales funnel and improve sales performance and results
- Create and give excellent sales presentations and pitches
- Develop and manage strategic key accounts and strengthen loyalty
- Analyse buyer motivation and sales psychology and its link to market positioning
- Overcome objections and win over sceptical buyers
- Improve communication and influencing skills
- Move towards 'consultative solution focussed selling'
- Build lasting relationship with clients
- Identify the root causes of issues with clients and offer the best solutions/services
- Develop strategic customer relationship management
- Create a personal development plan

#### Day 1 – Selling – An Art or a Science

- How to raise personal standards in order to encourage profitability
- Do you use a 'hunter' or a 'farmer' selling style?
- The background of selling and defining your role as part of the organisation's mission
- How to use persuasion without crossing boundaries

#### Day 2 – Making Lasting Impressions

- Tuning in to your client's mindset and building trust
- Generate influence through matching body language and increased personal credibility
- Apply the 'Aristotle Principle of Persuasion'

#### Day 3 - Sales Presentation and Pitching Mastery

- How to be more effective and charismatic during sales presentations
- The elevator pitch
- How to present more confidently and describe your products and services using customers' needs
- Moving from transactional selling to consultative selling

#### Day 4 – Relationship Building

- Using advanced influencing skills to connect to your client and get them to reveal more
- Selling across different cultures, code and practices
- Understanding your personal brand in sales
- Mastering emotional intelligence and positive psychology
- Making a plan to increase loyalty and pin that to profitability

#### Day 5 – Strategic Sales

- Motivating yourself and your team to be results focused
- Dealing with 'C Level' selling – selling to the board
- Getting 'buy in' for internal stakeholders to improve strategy
- Create a success roadmap
- Develop your own personal development plan for post course success



## Course bookings

In order to attend a BLS course, a written registration request must be sent by email to [enquiries@blsuk.com](mailto:enquiries@blsuk.com)

If the registration is accepted, the course administration department will issue the delegate with an acceptance letter and an invoice.

## Payment

Course fees **MUST** be paid at least **two weeks prior** to the course commencement. Failure to make payment on time will result in an automatic cancellation.

## Cancellations

Cancellations made up to seven days prior to course commencement will qualify for a full refund of the course fees. Cancellations made less than seven days prior to course commencement will not qualify for any refund.

All cancellation requests must be submitted in writing.

## Language

Fluency in English is an essential requirement for attending courses at BLS.

## Cheques

BLS will only accept a/c payee cheques that are made out to Business Learning Solutions Ltd. The invoice number and company name must be indicated clearly on the back. Cheques usually take up to five days to clear.

## Substitutions

Delegates registered on any course can be substituted at any time without risk of a penalty. Substitution requests must be made in writing.